

OPPORTUNITY FOR MAY 1958

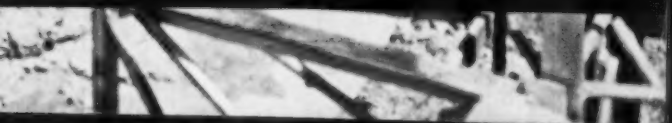
THE CODE *Outrage*  
what builders are saying

30

SALES IDEAS

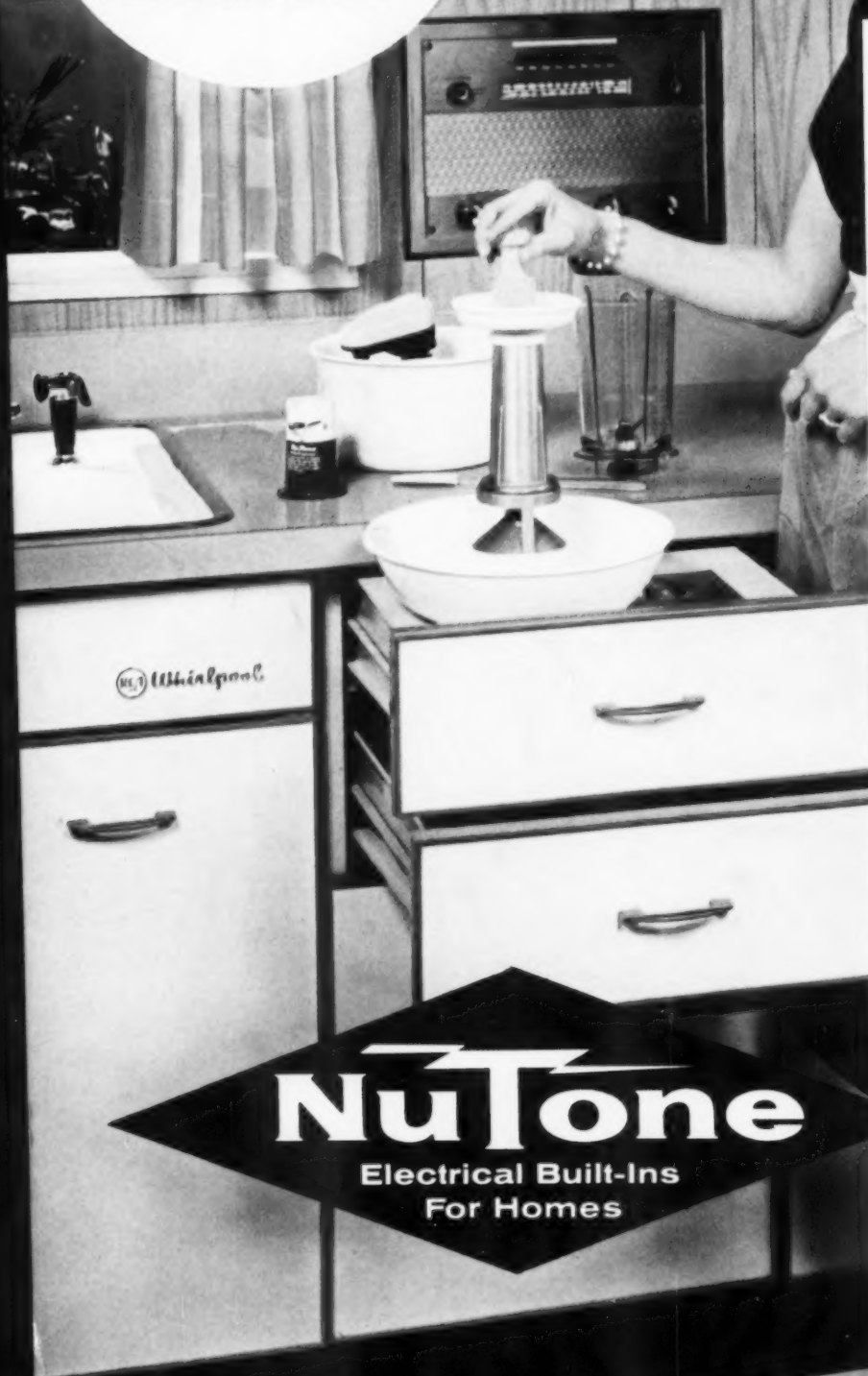


goes up twice as fast ... p. 88



SUPREMACY

NuTone  
Food Center  
Inside the  
Drawer!



**NuTone**

Electrical Built-Ins  
For Homes

NOW AVAILABLE IN  
AMERICA'S FINEST  
KITCHEN CABINETS

 **Whirlpool**

 **Youngstown**

*St. Charles*

*ixil*

**Yorktowne**

**NEVAMAR**

**Mutschler**

**GREGG**

...and many others

Here is an idea sure to excite every woman's enthusiasm! It's the fabulous NuTone Food Center built inside the cabinet drawer.

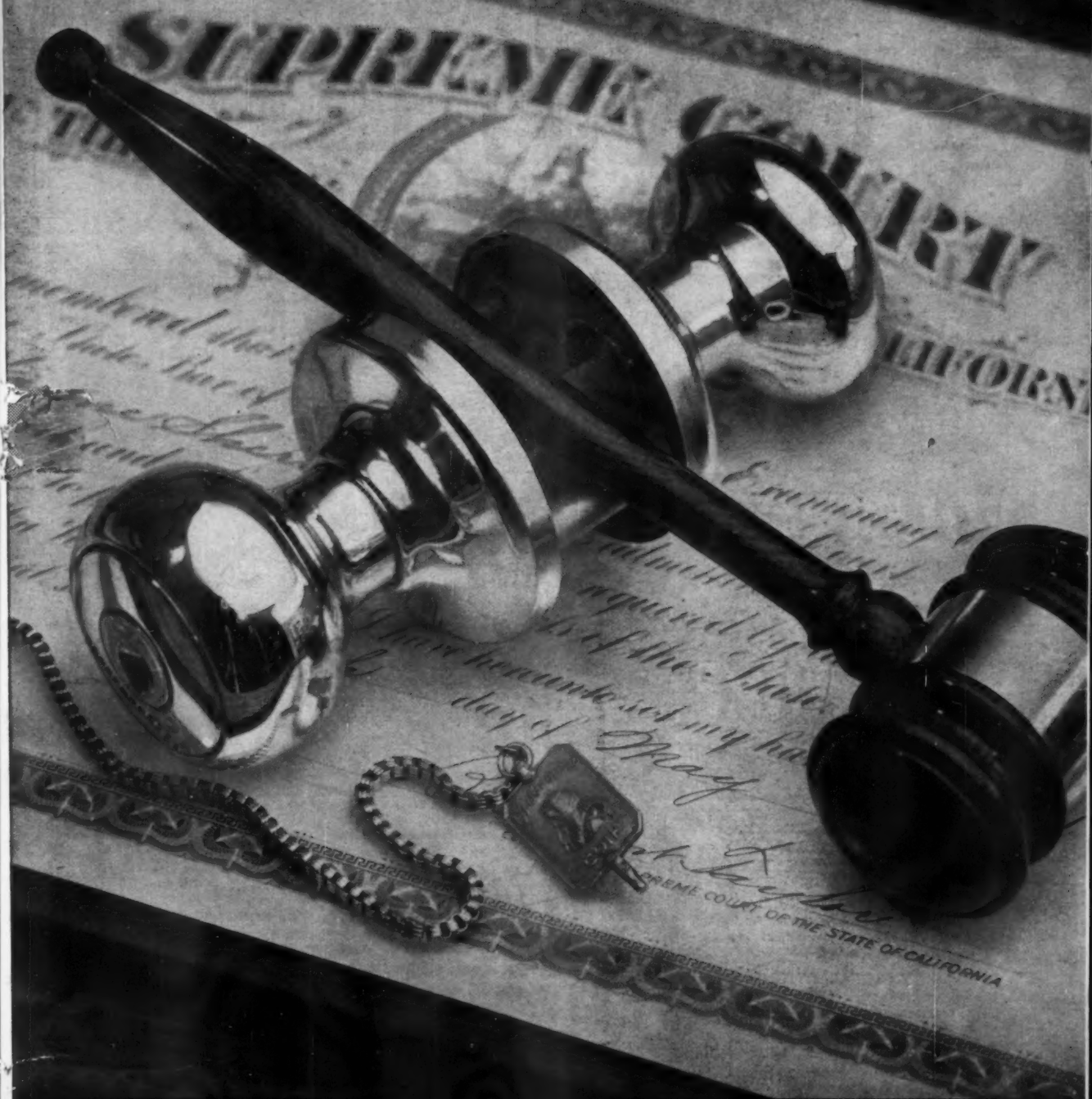
Leading manufacturers of steel or wood kitchen cabinets... now offer you a drawer cabinet with cut-out for inserting the NuTone Built-In Food Center, and it also contains ample space for storage of all five NuTone attachments.

Ask YOUR Cabinet Manufacturer for this "Home-Selling" Feature.

**Installation Data  
and Catalog**

Write to NUTONE, Incorporated  
Dept. AB-5, Cincinnati 27, Ohio





Experience . . . gained in producing over 40,000,000 locks since 1945  
...another reason why Kwikset's "400" Line is America's largest selling residential lockset.



KWIKSET SALES AND SERVICE COMPANY, ANAHEIM, CALIFORNIA

# QUALITY

that is typically

**Sterling**  
HARDWARE

...now  
in  
new

## FOLDING DOOR HARDWARE



### NOTHING ON THE FLOOR!

Jamb brackets eliminate track and pivot plates on floor. Aligner brackets mount on doors.

### NO HOLES TO RE-DRILL!

Door pivots are mounted on jambs. Track can be cut to fit opening without interfering with door pivots.

### EASIEST INSTALLATION!

Pivot brackets fit corners of doors. No templates necessary.

### TROUBLE-FREE PERFORMANCE!

Doors fold back at a finger-touch. Nylon guide brackets provide smoothest, quietest operation. Aligner brackets keep doors flush.

### FOR ALL WOOD FOLDING CLOSET DOORS ¾" TO 1 ¼"

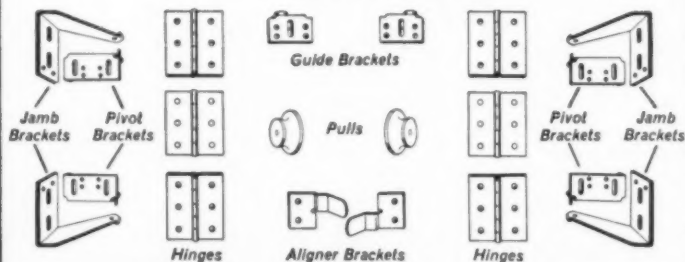
Also packaged sets  
for 2-door units.  
(To fit 24", 30" and  
36" openings.)



**FASCIA TRACK**  
Satin aluminum or  
Satin brass finish

**NON-FASCIA TRACK**  
Plain finish

Packaged sets for 4-door Units to fit  
48", 60" and 72" openings, includes two-piece track,  
all screws plus following hardware:



WRITE TODAY FOR LITERATURE

# John Sterling Corporation

RICHMOND, ILLINOIS

# The Opportunity Page

(Keynote page of the AMERICAN BUILDER, which is opportunity cover to cover, advertising and editorial)

## After-dark opportunity

Riding home on the train each evening, one of our editors passes two good-looking split level homes near Bergenfield, N. J. All winter long—when darkness came early—he saw those splits at 5:45 P.M. as clearly as if it were daylight. How? Nearly half a dozen strong spotlights rimmed both models. They made them stand out “like jewels on a velvet pillow.” This isn’t a new idea, but it’s one too few builders use. We can’t understand why. Why should you stop selling when darkness falls? You’ve got a good product—the biggest consumer product on the market today. Don’t keep it in hiding.

## Builder tells all

Even the most-satisfied home buyer often has an idea that the builder hasn’t given him the most value for the price. A Long Island developer has found that the ideal method to combat this feeling is to “tell all.” He makes his entire construction budget available to prospective buyers. This is only one way successful builders are merchandising to sell homes. For further details on this plan and for a host of other merchandising tips, see “Ideas sell houses,” on page 73.

## A stitch in time

Did you ever start to build a home for a buyer, then find out he couldn’t measure up to credit requirements? If so, you know what problems can occur. The next prospect you get for the house may ask for radical changes from the original plan. Or, maybe you’ve already changed your basic plan to suit special requirements of the first party. Zack Osias and Arthur G. Cohen, builders near Yonkers, N. Y., have found a good way to get around this dilemma. They reverse the usual sales procedure and have a credit check made ahead of contract signing. At Sprain Lake Knolls, a buyer leaves a nominal deposit when he signs a binder—as is done elsewhere. But, he is not asked to attend a contract session immediately. Instead, an informal credit

investigation is made. This indicates whether or not the applicant is likely to receive the loan he’s seeking. The builders report that by using this method, the rejection rate at their development has been reduced to 2 per cent—as against an estimated 23 percent rejection rate in the New York area.

## Prefab’s new look

Prefabbers are offering builders exciting new opportunities—particularly the 10 to 60 builder. Westchester County, N. Y., builder Bill Shroder (top winner in AMERICAN BUILDER’S 1957 National Home Week Best Model Home Contest) is so enthusiastic about prefabs that he plans to enter one in our 1958 contest. Here’s what he told us: “After talking with your editors, I decided to look into prefabrication and researched the subject carefully. I found prefabs offer more hidden values than I ever did in conventional construction.” To learn what’s new with prefabbers, see “Prefab’s ‘new look’ looks for new customers,” on page 25.

## Landscaping—the easy way

The importance of trees and landscaping is getting a lot of attention lately. Newspaper real estate and garden pages, particularly, have been “warning” against that “bare” subdivision look. And, it’s a well-known fact that home seekers are among the most avid readers of these pages. If you don’t provide some landscaping or shrubbery, you may have trouble selling your houses. Here’s how Westchester County, N. Y., builders of Pinebrook Homes are meeting this problem. There were a large number of beautiful trees in an unusually wooded section of the property about to be developed. Residents were allowed to select any tree which was to be felled to make way for new homes. Arrangements were made by the builders with a landscaping firm to transplant the doomed trees to the property of anyone who wanted them—at a low cost to the homeowner.

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## "ARDOX"® SPIRAL NAILS

- Cost less
- Drive easier
- Reduce splitting
- Hold tighter



## "Switch to Ardox saves 189½ pounds of nails per home"

...reports builder of LIBERTY HOMES

By using Ardox spiral nails in Liberty Ready-Cut Homes, the Lewis Manufacturing Company of Bay City, Michigan, cut its nail requirement from 401 pounds to 211½ pounds per home. This saving is accomplished in a three-bedroom ranch type with a 42' x 32' foundation.

Other advantages reported by Lewis Manufacturing are easier driving and extra holding power. According to Hector Shaw, a Lewis carpenter foreman, "we found that once the Ardox spiral nail is driven into wood, it's there to stay."

This threaded-to-the-head Ardox spiral nail actually costs less than the familiar straight shanked nail because there are more nails per pound. This saving, combined with the extra holding power, ease of driving, and less splitting, can cut your costs immediately.

Try them and keep track of the savings. If your local distributor does not have Ardox spiral nails in stock, get name of your nearest supplier from Jones & Laughlin Steel Corporation, 3 Gateway Center, Pittsburgh 30, Pennsylvania.

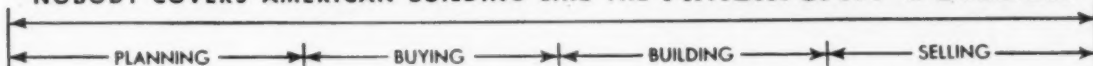


### Jones & Laughlin Steel Corporation

PITTSBURGH, PENNSYLVANIA



# "NOBODY COVERS AMERICAN BUILDING LIKE THE AMERICAN BUILDER"



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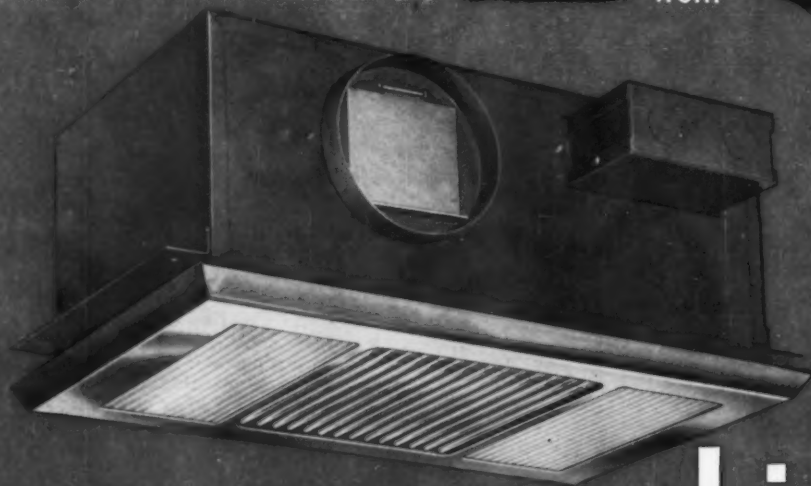
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NEW!... the latest in the **Slim Trim** LOOK from

**FASCO**



**VENTILATOR**

**Light**

... for bath and utility room ... quick and economical to install ... modern design

This is the new kind of design that has the builder and contractor in mind. Fasco has engineered this new ventilator-light to save you time in installation ... and time means money. The photos below show how simple it is to install and the many step saving features.

Powerful ventilator and soft, ample light from two sixty watt bulbs in a sleek Slim Trim design make this a handsome unit that will enhance any job.

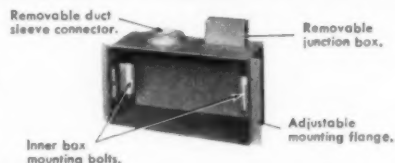
Color catalog and installation piece is yours for the asking. Fill out the coupon below and mail today.



**1**



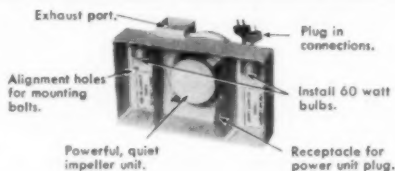
Rough-in box fits 16" O. C. joists and is attached by the adjustable mounting flange or directly to joists. Remove junction box cover, or for existing work the complete box is removed from inside. Rough wiring connections are all that is necessary. Slip duct on removable duct sleeve. Flanges are pre-set  $\frac{3}{4}$ " for standard plaster thickness.



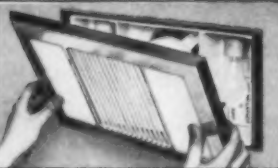
**2**



After plaster or dry wall, box can be raised or lowered on mounting flange to fit flush. On existing ceilings, mounting flanges are reversed with long lip against box so short side will lie flush with ceiling plaster. Inner box complete with power unit then slips quickly into place.



**3**



Line up mounting stud on grille with holes in rough-in box and just push. The grille flange is wide enough to cover imperfections in ceiling hole. The exclusive "snap-in" grille can be removed for cleaning and bulb replacement simply by pulling from unit.



Please send me full information on Ventilator light 655-C

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AMERICAN BUILDER

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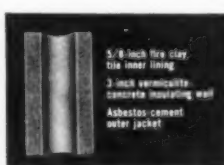
Safe, permanent Van-Packer Chimney has acidproof fire clay tile liner, 3-inch vermiculite-concrete insulating wall, asbestos-cement jacket. Attractive, weatherproof asbestos-cement housing looks like real brick, won't dent, rust or streak roof. Brick-panel housing blends with home, assures buyer acceptance. One man installs a Van-Packer in 3 hours, saving up to 40% on materials and installation. U.L. listed, approved by major codes. See "Chimneys — Prefabricated" in Yellow Pages, or write for Bulletin RS-1-12.



Attractive housing in red, buff, white, or gray brick colors, with natural mortar lines.



Van-Packer comes completely packaged. Immediate delivery to job site as needed.



Masonry construction makes Van-Packer safe for incinerators. Withstands 2100° F.

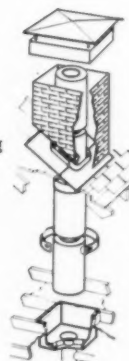
Snap-on housing cap

Brick-design panel housing

Aluminum flashing

Masonry flue sections

Snap-lock drawbands



**Van-Packer** FACTORY-BUILT MASONRY **Chimney**

Van-Packer Company • Division of The Flintkote Company  
P. O. Box No. 300, Ottumwa, Iowa • Phone: East Moline, Ill. 3-5280



## Here's what they're saying about American Builder's "Outrage" issue

### Some agree with us...

The article is very good. It certainly provokes thought. We have already had many inquiries. . . .

This is only a small part of the job to be done. Architects, engineers, builders, contractors, subcontractors, manufacturers, building officials—the whole construction fraternity—know the advantages of good building codes. We have to get this story over to the general public as well. . . .

Paul E. Baseler  
Executive Secretary  
Building Officials Conference of  
America Inc.  
Chicago, Ill.

In all the years I have been connected with Southern Building Code Congress this is the best article I have seen in regard to the elimination of obsolescence in building regulations. . . . It . . . will have far-reaching effects upon the elimination of unnecessary increments in construction costs.

M. L. Clement  
Director  
Southern Building Code Congress  
Birmingham, Ala.

You have done an outstanding job of presenting the rather compli-



cated facets of a serious national problem. Your . . . crusade for action . . . I hope . . . will be one more instance where leadership by the trade press will achieve good results.

. . . The problems reviewed in "Outrage" are essentially standardization problems. . . .

We note that you say it is the builder who should carry the ball. This is the rallying call to a national standards effort. . . .

Kenneth G. Ellsworth  
Director of Public Relations  
American Standards Assn. Inc.  
New York, N.Y.

### ... and some disagree

Your article is silly and stupid. . . . Do you really think the price of the house will go down with cheaper materials and methods?

About NAHB's Research House—has it been proved in all climates? And how many years has it been enduring the weather? Would you buy and live in that house for a period of 20 years? What would you use for an incinerator? How would you soundproof the rooms? You gripe me on your cost-saving ideas!

Lewis Vogler  
Cleveland, Ohio

• Ask any builder in a competitive area if he can hold his house price way up just to get a higher profit. The answer will be a loud "No".

There is no reason to suspect that NAHB's Research House won't be around for 40 years. We urge builder Vogler, when he is in Washington, to drop by and see for himself.

I, too, am outraged, but by the cheap—not "low cost"—methods of building you suggest.

I do not believe Mr. Schmertz has ever built a house "a bulldozer could run into and nothing would happen" if he believes the methods suggested in the article to be the right way to build.

What has happened to the quality home of yesterday . . . built to last and grow more beautiful? . . .

Mrs. John S. Testerman  
Lutherville, Md.

• We have watched Bob Schmertz put up houses and, although they are low cost, they are not "cheap." They are well built of proven methods and materials.

The hand-crafted custom house is still being built—for the one family in a hundred that can afford it. It's the other ninety-nine that Bob Schmertz—and we—are worried about.

. . . A building code should not be one that is in step with modern building practice. There must be a time lag to prove out so-called revolutionary techniques in building. . . . It is hoped that in the future such articles, which possibly had good intentions, will be written more objectively. . . .

George L. Ramsey  
Commissioner  
Department of Buildings  
Chicago, Ill.

• We define a "modern building practice" as one that is not only new, but has been tested and approved by all responsible agencies concerned: FHA, building code groups, etc. Once it has been so approved, nothing would be gained by further delay.

The biggest problem is that today not just new ideas but ideas that were "new" ten years ago are still not allowed by some codes.

For more on Codes, see page 98

## VAPOR HAS CAUSED MORE DAMAGE THAN FLOODS!

Like a cancer, the growth of the fungus which causes timber rot, *continuously* undermines the "health" of the house. This growth is promoted by condensed vapor. Condensation also promotes peeling paint, stained plaster, damaged mortar and masonry, warped flooring. More aggregate damage has been caused to buildings by vapor than by floods.

Normal living routines in a home; washing, drying, cooking; or the presence of many people breathing and perspiring in markets, churches, theatres, create large quantities of vapor. When warm, vapor-laden air touches cold inner surfaces of roofs and exterior walls, much of it condenses, and causes damage.

How can the flow of vapor into wall and ceiling spaces be retarded? How can one accelerate the escape of evaporation of driven rain, leaks, dampness, and other water from building spaces?

### CONTINUOUS VAPOR BARRIER OF METAL

A simple answer has been found by many architects and builders. Exterior walls and roofs, compared with almost *impervious metal*, have greater vapor permeability than the required minimum 5 to 1 ratio. When vapor pressures build up in wall and ceiling spaces, the vapor flows out (harmlessly), following Nature's Law that gases flow from areas of greater density to those of less density. It cannot back up through *impervious, continuous metal*.

*Scientific continuous, multiple aluminum and air spaces* also minimize condensation formation; and drastically retard heat as well as vapor flow.

Have you read the U. S. NATIONAL BUREAU OF STANDARDS brochure: "Moisture Condensation in Building Walls"? It discusses vapor and heat flow, and gives vital facts on the causes and prevention of condensation. If you use the coupon, you'll get a copy at our expense.

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TYPE 4	C.105=3½"	C.038=8¾"	8¢ sq. ft.
TYPE 5	C.081=4"	C.034=9½"	9¢ sq. ft.
TYPE 6	C.068=4½"	C.034=9¾"	10¢ sq. ft.
TYPE 9	C.043=7¾"	C.029=11¼"	15¢ sq. ft.

Types 1, 2, 7, 8 also available

\*Determined by method of National Bureau of Standards in H.H.F.A. Research Paper 32.

†Calculated on basis of limiting thermal values cited in Fed. Specs. LLL-1-321b; HH-1-585; HH-1-521c; HH-1-551a.

‡Approximate cost, material and labor, new construction between wood joists.

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# The Building Outlook

## AN OPEN LETTER TO MR. & MRS. CONSUMER:

Now is the time to buy a new home. Financing terms are extremely favorable, and there's no good reason to delay building or buying. Even the gloomiest economist admits that built-in safeguards make another depression like that of the 30's unlikely. And, most economists see an end to the current recession soon after mid-year.

### Here are 6 good reasons why you should buy that new home now!

- ▶ **Mortgage Money Is Plentiful:** Right now, the mortgage picture is the best it's been in many months. Banks, insurance companies, savings and loan associations—all report adequate money on hand for good home mortgages. This wasn't the picture a few months ago. And, it may not be the picture a few months from now when industry begins borrowing again.
- ▶ **Interest Rates Are Lower:** Current interest rates and discounts are the most favorable home buyers have been able to get for a long time. Don't hold off buying because you expect interest rates to take a real nose dive. Savings institutions would have to cut the interest rate they offer depositors. And, there's no sign they're ready to do that.
- ▶ **Home Ownership Is A Long-term Hedge Against Inflation:** All signs point to continuing inflation with a corresponding drop in the value of the dollar. An investment in a new home today will conserve your principal while the dollar value decreases. Following the current pattern, if you buy a home now, you should be able to sell it at a much higher price 10 years from now. For example, if you had purchased a home 20 years ago for \$8,000, you would be able to sell it today for three times what you paid for it. House values have continually advanced since 1940.
- ▶ **Home Prices Are Stabilized:** But labor costs and materials are sure to go up eventually. Even though the home builder hates to do it, he'll find it necessary to add these higher costs to the price of his product. The home you pay \$15,000 for today may cost a good deal more a year or so from now.
- ▶ **You'll Get Top Value For Your Money:** Builders, having been through their recession for over a year, are offering you more value than ever today. They've found ways to offer you more house for the money. Today's homes incorporate the latest ideas in quality and design.
- ▶ **The New Housing Bill Offers Very Liberal Terms:** The housing law signed by President Eisenhower last month contains the most liberal terms home buyers have been offered for FHA-VA housing in a long time. For example, FHA down payments of 3% are now allowed on the first \$13,500 of value rather than the first \$10,000. Thus, the down payment on a home valued at \$13,000 is reduced to \$400 from \$750. And under VA, you need no down payment at all.

### Here are more reasons to buy a home at any time

- Interest and taxes are deductible from your income taxes.
- Your investment is not subject to day-to-day shifts in the general economy, as it would be if you invested in stocks, for example.
- You build up an equity when you make your monthly payments as against paying rent. So you see, there's every reason to buy a home now. We've listed just a few of the major advantages of home ownership. There are scores more. Every one of them offers you the key to better living, an opportunity to serve your own best interests.

**THIS LETTER IS REALLY AIMED AT YOU, MR. BUILDER. PASS IT ON TO YOUR CUSTOMERS. MAIL IT TO YOUR LOCAL NEWSPAPERS. USE IT TO SELL HOMES.**



*Safe, convenient*

# pushbutton circuits

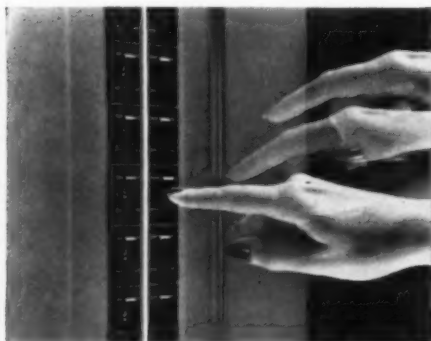
*help sell homes*

Only BullDog Electri-Center® panels with Duo-Guard Pushmatic® breakers safeguard circuits two ways. The thermal-bimetal action provides positive response to small overloads, while magnetic action protects against high overloads and shorts caused by faulty cords. What's more, main disconnects for each 100 amps of service prevent overloading of service entrance conductors.

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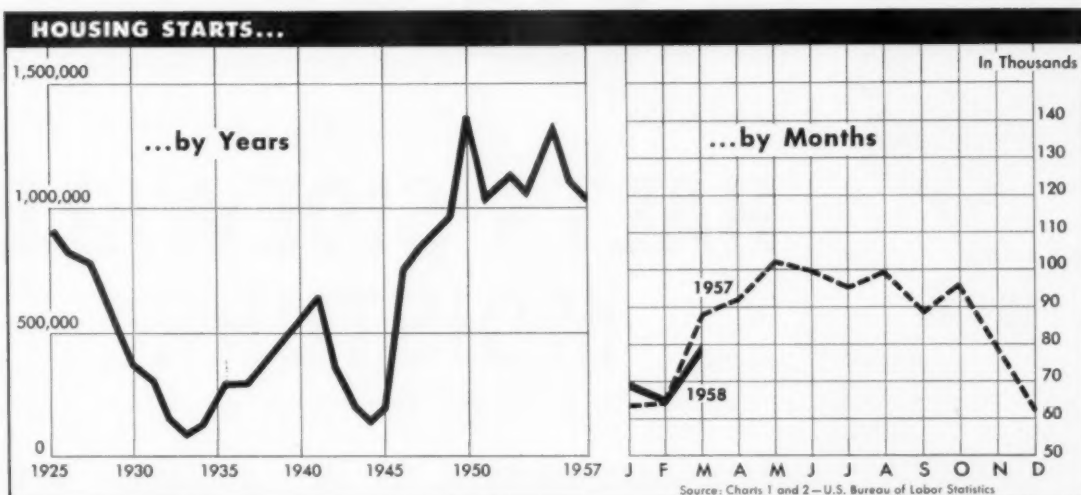
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# Pulse of Building



## Interpretations: 1

Although March starts were disappointing (due mainly to poor weather) the future looks bright. Even before housing legislation reduced down payments, there was a strong upsurge in applications for FHA-VA loans. (March applications represented the largest volume for any month since August 1955.) New terms should cause applications to swell even further. The GI no-down-payment terms should prove especially influential. They provide a sizeable advantage in equity requirements, even compared with new FHA terms.

## 15 LEADING HOME BUILDING AREAS

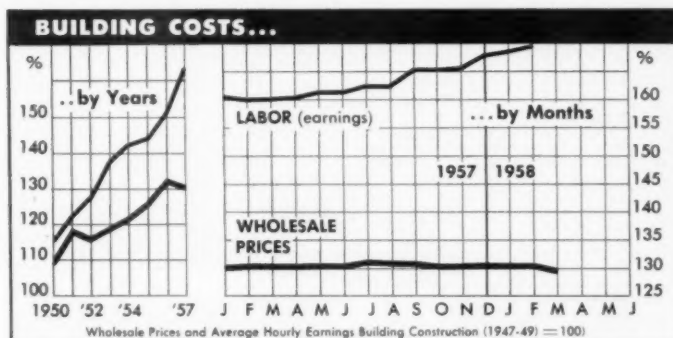
Dwelling units built in Metropolitan areas during 1957. (BLS)\*

	Units	% Change 1956-57
Los Angeles	80,654	-10
New York	66,285	-15
Chicago	41,479	-19
Detroit	24,292	-23
Philadelphia	20,396	-15
San Francisco	18,800	-14
Miami	18,387	+7
San Diego	16,152	+22
Washington	13,993	-12
Baltimore	12,059	+5
Phoenix	11,826	+39
Cleveland	11,777	-4
Milwaukee	8,507	**
Denver	8,103	-12
Seattle	7,966	+13

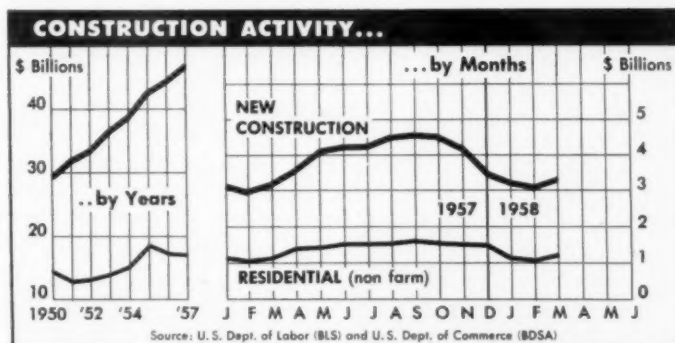
\* Based on building permit reports and of estimate of units started in non-permit issuing parts of these areas.

\*\* + less than 1/2 of 1%.

**BAD WEATHER** was reflected in March starts. The 79,000 units held the seasonally adjusted annual rate at about February's 940,000 level. First-quarter total of 313,000 units was an edge below 1957.



**2 A FURTHER DROP** in the March material price index reflected almost across-the-board declines. Some of these were in Douglas Fir, asphalt roofing, softwood plywood and cable. Feb. hourly earnings rose.



**3 RECORD MARCH** and first-quarter totals reflected an over-the-year rise in utility, office building, public housing and highway work. Private plant and store building fell; private housing remained steady.

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Builders coast-to-coast are now using Ger-Pak film under slab foundations to end the age-old problem of wet basements . . . over sub-flooring for superior dust-sealing and moisture vapor protection . . . as well as for flashing, for concrete curing blankets, for protecting equipment and materials from bad weather, for painting drop cloths . . . plus dozens of other on-the-job uses.

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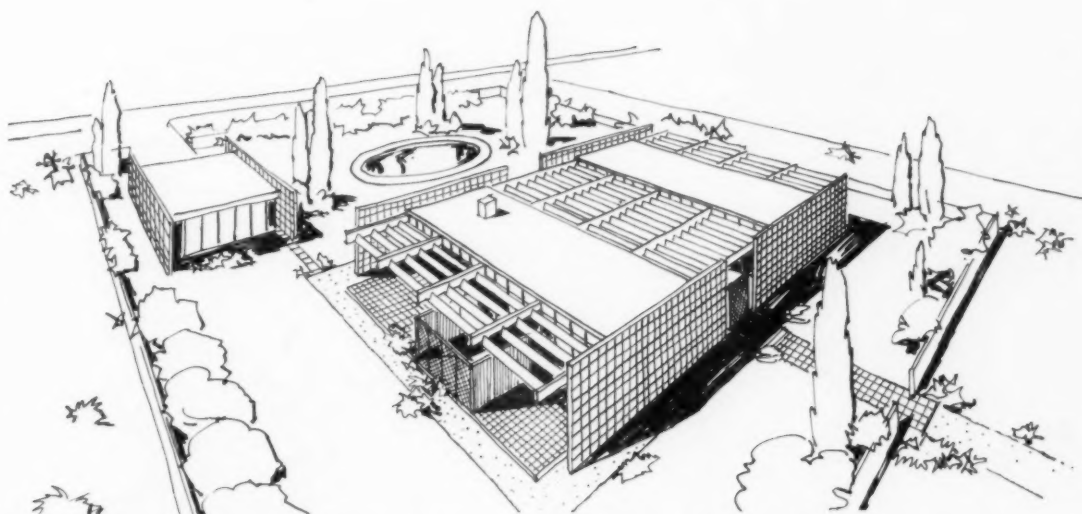
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GERING PRODUCTS INC., Kenilworth, New Jersey

# Tomorrow's House



MOVABLE ROOF LOUVERS on this Phoenix house store heat from the winter sun; shade summer's rays.

## How soon can you offer your buyers solar heat?

For the Phoenix Assn. of Home Builders, the answer to the question above is: sooner than you think. The group has already taken the first big step. The house shown here is its 1958 project—being constructed in cooperation with the Assn. for Applied Solar Energy.

Here's how it works. The specially designed roof louvers automatically follow the sun to collect heat energy for the winter and for cold summer nights. In the summer sun, these units perform double-duty. They shade the patios from unwanted radiation, and maintain an ample supply of hot water. The water is stored in an underground insulated tank to which the louver-collectors are connected. This water also serves to heat the house in winter. Auxiliary heating during long cold spells is provided in this house by a Carrier heat pump—which also does all the cooling (and year-round conditioning).

Some of the other firms taking part in the Phoenix experiment include DuPont—donating Mylar film to cover the louver-collectors and Dacron to insulate them; Revere Copper & Brass—providing copper "Tube-in-Strip" which connects louvers to the water tank; Farboil Paint Co.—offering "Solar Black" paint to coat the louvers; and Reynolds Metals—giving the aluminum sheeting to fabricate the louvers.

Construction is supervised by the Solar Energy Committee of the Phoenix AHB, headed by Bernard Young, Young Construction Co., Scottsdale. Serving with him are Herman Meredith, '57 ABH president; Kenneth Rosing '58 president; Edward Juliber, Phoenix Title & Trust Co.; Frank Knoell, Jr., and Ralph Staggs. William Knox of Phoenix is construction supervisor. The house was designed by architectural student Peter Lee, Uni-

versity of Minnesota. For it, he won \$2,500 from AASE.

Although solar heating may be right around the corner for Phoenix builders, it's at least 20 years away for the rest of us, according to industry estimates. But here are some things that are happening in the field:

- A mass-produced solar furnace is now on the market. You can buy it from American Searchlight Corp. for \$8,500. Mounted on surplus military searchlights, the units can produce temperatures up to 8,000 degrees F.

- American Window Glass Co. of Pittsburgh is getting into the act. It has an experimental solar-heated house going now in Denver.

- A radio, a flashlight and a flasher beacon have been solar-powered by Hoffman Electronics Corp. in Los Angeles. This firm also has designed an experimental house—heated, cooled by "solar shingles."





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says Floyd A. Myers, Floyd A. Myers & Co.  
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#### 4 BIG REASONS:

1. Ease and speed of application
2. Cost
3. Beauty
4. Freedom from upkeep

Speed of application is one of the major advantages the builder receives by using Shakertown Glumac Units. Builders report up to 70% saving in shake application time...as much as \$10 per square in time consumed by application and staining!

In addition, builders approve heartily of the entire Glumac "package." Glumac Units are the finest of Western Red Cedar Shakes electronically bonded to insulation backerboard and prestained in 12 distinctive colors at the factory. Builders get real wood, insulation and color all in one unit.

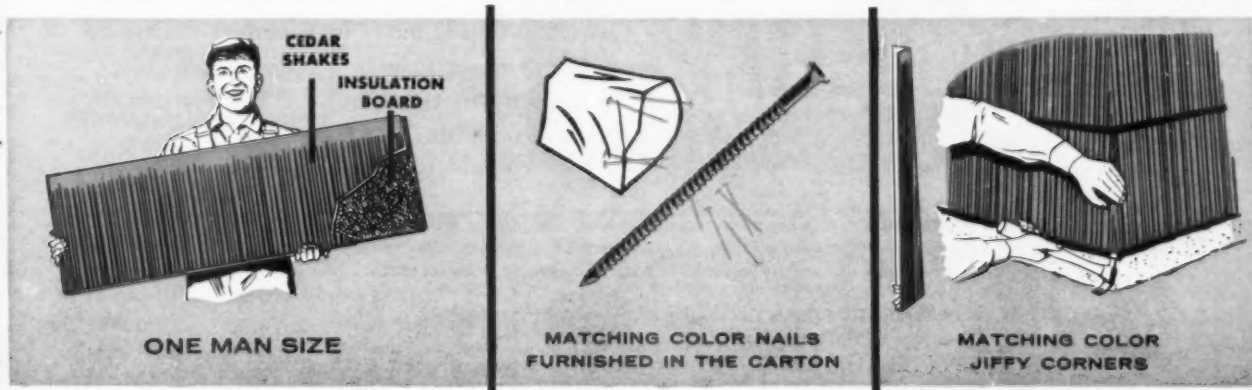
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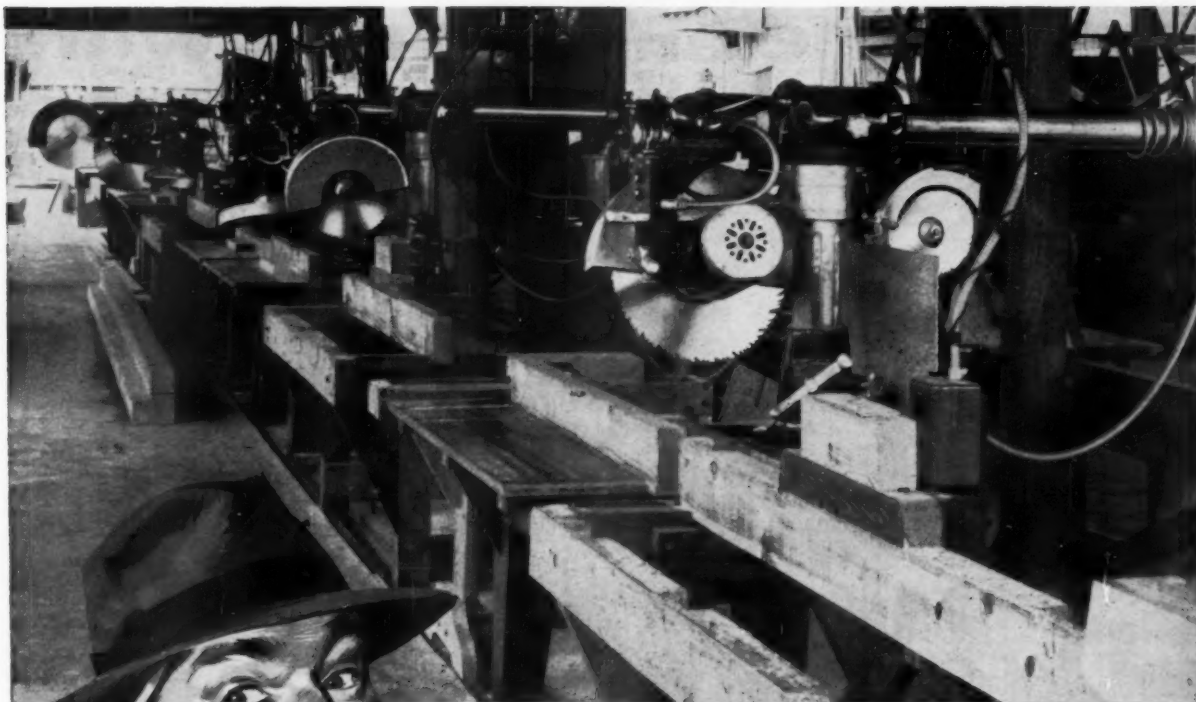


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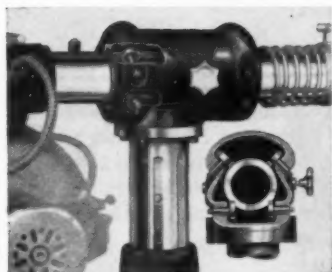
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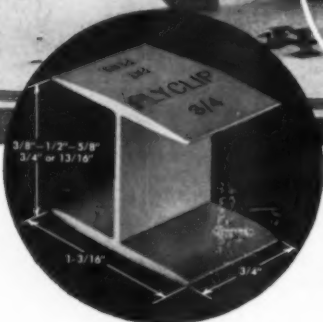
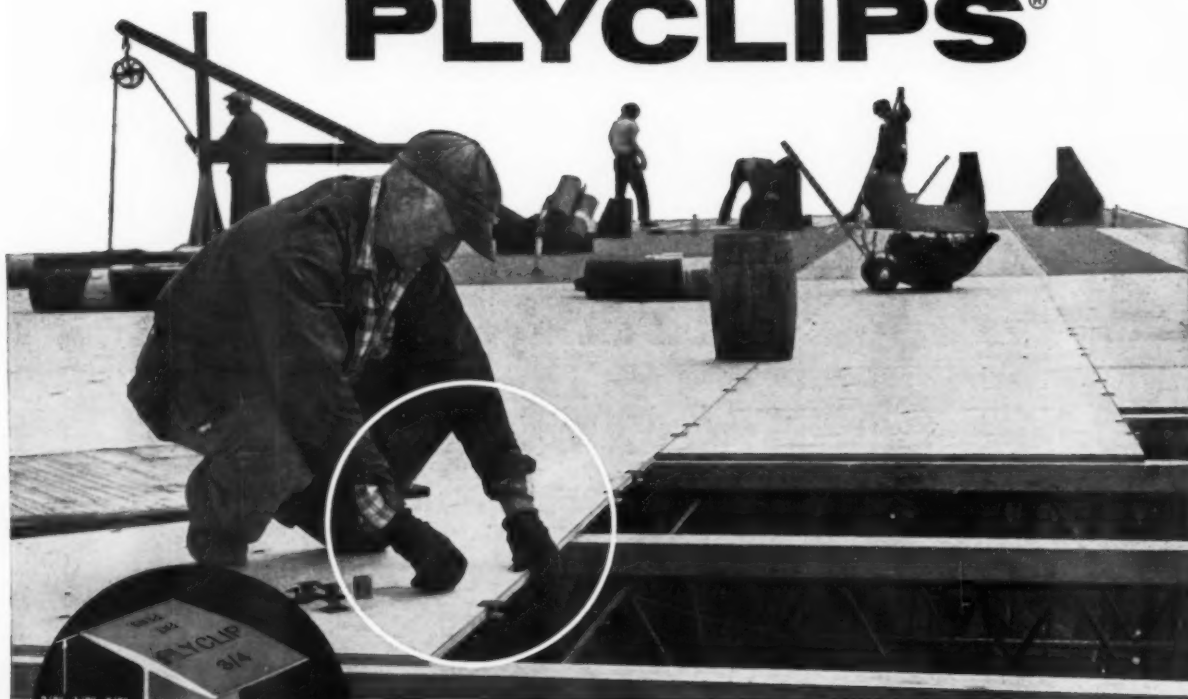
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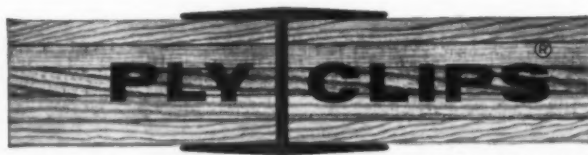
**VERSATILE**—Plyclips come in sizes for every standard plywood thickness and can be used for the heaviest roof loads. For typical industrial construction— $\frac{3}{4}$ " plywood over supports on 4 foot centers—only two Plyclips are needed for each span. Plyclips can also be used as premium con-

struction where blocking is not normally required, i.e.,  $\frac{3}{8}$ " plywood on 24" rafter span.

**STRUCTURALLY ADEQUATE**—Douglas Fir Plywood Association laboratory tests show Plyclips are a satisfactory substitute for blocking in supporting plywood edges. Under a 250 lb. concentrated load applied at clip, difference in bending of the two panels is less than  $\frac{1}{16}$  inch.

**SIZES, COSTS, AVAILABILITY**—Plyclips come in sizes for all standard plywood thicknesses. Flanges are slightly tapered to ease fitting. Packed 500 to the box. Available nationally from wholesale distributors and retailers. Cost: about  $3\frac{1}{2}$  cents each.

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LET'S CANCEL OUT PESSIMISM

## What's needed now is more buyer optimism

Many government and private economists have looked for a home-building comeback to lead the country out of the recession. They may be in for a disappointment. It's going to take more than easier money and relaxed terms on government-backed mortgages to boost new home sales. What's really needed is a good dose of consumer confidence.

That's the opinion of most builders contacted by AMERICAN BUILDER to find out how their early-year prospects shaped up. (Surveys made by the *Wall Street Journal* and *Business Week*, confirmed AMERICAN BUILDER's findings.)

Although easier terms for government-backed mortgages and easier money have helped somewhat, many home builders say recession fears are keeping buyers out of the housing market. These recession jitters have turned the public into a nation of savers. (See, "How Americans Are Saving," p. 22.) It is true that much of these savings ultimately will be channeled into new homes—either as down payments or as funds for mortgages. But for the present, it's the fashion for consumers to hold back and save.

Here's the way the picture shaped up in AMERICAN BUILDER's survey. For the first time in a couple of years most builders don't blame tight money for their problems. A few still say mortgage terms should be lengthened to 30 or 35 years. Others still are having trouble with local FHA offices. And, still others feel that costs must come down before they'll be able to up their sales any appreciable amount. But, for the most part they're hoping for a little more consumer optimism, a little more willingness to spend money.

(Continued on next page)

## GOING TO PRESS

(Continued from preceding page)

The problem—as most builders see it—is to focus consumer attention on economic bright spots rather than on gloomy ones. Here are some facts the “prophets of gloom” seem to have forgotten.

- Although unemployment rose slightly in March, there are still a near record number of Americans employed—regularly and at high pay. March employment figures released by the Commerce-Labor Dept. showed that the increase in unemployment was the smallest for any month since the recession began. At the same time employment rose 323,000 from the previous month's figure. This figure was only 2.5% below the year-ago total—which was the highest March employment on record.

- Personal income on a national level is down only fractionally.

- The high rate of savings (see below) indicates that people are not scraping the bottom of the barrel. There's a difference between a reluctance to buy and an inability to buy. It's the difference between a recession and a depression.

All these facts indicate there's nothing wrong with the economy that a little optimism wouldn't help. It's all in the way you look at it. As the popular saying goes, “. . . the optimist sees the doughnut, but the pessimist sees the hole.”

The nation's home builders just hope buyers will see the doughnut.

Here are some typical reports:

- ◆ “There has been much interest from the home buying public—many more ‘lookers’ and ‘talkers.’ Due to wide publicity given layoffs, so-called ‘recession,’ etc., most are not willing to go ahead as buyers just yet. They seem to be waiting for stabilization or upturn as most seem to expect.”—*H. Earl Farnsworth, executive secretary, Utah Valley HBA.*

- ◆ “My operations are greatly reduced and I do not feel easing of money is the answer. Something other than conversation is needed to instill confidence in the people that we are not in a recession. . . .” —*David Satin, Kalamazoo.*

- ◆ “The market in this area has remained steady for several months. Tight mortgage money has been our biggest past problem. But recent indications show more and better money becoming available. . . . Any increased volume in this area would now depend upon national economic conditions rather than on easing of FHA credit or mortgage money availability.” —*Edward D. Gladden, Albuquerque.*

- ◆ “Easier money and relaxed FHA terms will aid construction considerably. The ‘big question’ now is do we have enough home buyers because of the present economy? . . . The government must discontinue changing policy each few months so that builders

can plan ahead.”—*Dan Narodick, Seattle.*

Difficulties with local FHA offices still seem to be plaguing a good number of builders.

James F. Taylor of Fort Smith, Ark., wired:

“. . . The delay and red tape in getting FHA compliance inspections is causing numerous builders in this area to go to conventional-type building.”

- ◆ “FHA easing of credit would have improved business greatly provided the local FHA office's attitude was not antagonistic toward builders. The greatest aid for home building in South Carolina would be for the Washington FHA office to demand a greater spirit of cooperation from local FHA offices.” —*William A. James, Myrtle Beach.*

- ◆ “Easing FHA requirements and easing of mortgage money will have a tremendous effect on our industry. . . . I also think all FHA offices should get together and work out a more uniform program with regard to qualifying buyers. . . .” —*Gene Vescovo, St. Louis.*

Some builders feel high costs—both of houses and land—are still the biggest problems.

“Changes are not affecting our operations or future plans. I believe we are priced out of the market and buyers want more than they can afford. We need a realistic,

### HOW AMERICANS ARE SAVING

#### HAROLD BRAMAN

managing director, National League of Insured Savings Assns.

“In January, savings inflow jumped 33% over the same month in 1957. A federal tax cut would probably result in greater consumer spending if consumer confidence in business outlook is restored. Otherwise, there is a chance tax-cut money would be used to pay off existing debt or increase savings.”

#### NORMAN STRUNK

executive vice president, United States Savings & Loan League.

“Savings are up 36% for January and February over 1957. . . . Tax cut would probably stimulate consumer buying although part of it would be saved. . . . Current recession is basically a reaction against inflation. I believe worst of the necessary correction is behind us, though statistics for the next month or two are apt to be depressing, then leveling off for a few months with a noticeable pickup by late fall.”

#### GROVER W. ENSLEY

executive vice president, National Assn. of Mutual Savings Banks

“There has been an appreciable increase in savings by old and new depositors in the savings-bank industry since recession began. This is always the case in early stages of a business decline. Whether or not a tax cut would stimulate spending by consumers would depend largely on nature of a tax cut. One cannot generalize.”



rather than idealistic, approach in consumer propaganda; greater efficiency in construction methods; elimination of costly unreasonable land developing requirements, building code restrictions and restrictive and featherbedding practices. We will have buyers when we can build without innumerable, unnecessary costs buyers pay for, but receive no benefits from."—*W. D. Coffman, Minneapolis.*

◆ "Loan extension to 30 or possibly 35 years would materially help. Community assistance in the field of community facilities is needed to keep lot costs down."—*Joseph Mollica, Milwaukee.*

A few builders contacted by AMERICAN BUILDER are more sanguine about the near future.

Jack Zimmerman of Traverse City, Mich., for example, said that January and February were the best months "we've had in a year. March started out with a bang. . . ."

Frank D. Evans of Portland, Ore., finds a lot more optimism among the buying public.

"However," he added, "we find the average person finds it necessary to upgrade his housing because of increased family needs. . . . Their incomes will not meet requirements for the mortgage under present FHA rules."

A 10 to 20 per cent increase in real estate sales over the same 1957 period is reported by Floyd Kimbrough, Jackson, Miss. "It looks like building will run ahead of last spring's starts. Generally, everyone is much more optimistic."

These favorable reports from a few builders are heartening. Majority feeling, however, is summed up by John E. Bauer, Indianapolis: "We must build up the confidence of the general public in America."

There's help on the way!

As AMERICAN BUILDER went to press, the Advertising Council announced plans for a nation-wide, four-month advertising and public relations campaign labeled "Confidence in a Growing America."

Charles G. Mortimer said the campaign will emphasize the "basic soundness and true strength" of the country's economy as a way to offset negative attitudes about the business recession. Mortimer is president, General Foods Corp., and co-chairman of the council's Industries Advisory Committee.

## ► Meet the builder

**How would AFL-CIO "anti-featherbedding" pact benefit the home-building industry?**

**We get a good day's work for day's pay**

The statement of policy as issued by the Building and Construction Trades dept., AFL-CIO, is indeed welcome. Fortunately, one of



the big complaints against labor (the "featherbedding" practice) is not very prevalent in our particular area. We are pleased to announce that in

general we builders in this area are receiving a good day's work for a good day's pay.

*Kenneth Rosing, Phoenix.*

**Local level is where problem must be met**

Statement of policy is useless unless International unions can control activities at local level. . . . International should adopt attitude of prohibiting negotiations along restrictive lines. Then to show good faith, they should ask jointly



with employers that their 10-point code be adopted as a standard for NLRB and enforceable under Taft-Hartley. Locally, we have many bad practices. . . . They were all won at local level through bargaining. Never have I seen International unions aid employers in resisting these demands. Taken all together, they must increase costs. If all were eliminated at local level, many builders could reduce their costs of labor by 10 per cent. . . . Believe basically, answer is to give employer . . . more say in employee relations, less to the unions. This certainly cannot be accomplished by any easing of organizational or boycotting controls in existing labor laws. Organized labor currently just has too complete control of the

construction industry.

*Earl W. Horrtor, Kansas City, Mo.*

**It will take a long time to abolish evils**

If the "pact" were put into effect and honestly carried out, it would effect a savings of \$1,000 on a \$20,000 house. . . . It is my opinion that the "pact", even if put into effect, will not result in a



full day's work for a full day's pay as of old. "Featherbedding" has been practiced for too long a time, and the evils that it created will remain with us for a long time to come. I believe that the availability of jobs will have a more salutary effect on the amount of work a mechanic will deliver. But even this will be a slow process, especially in the highly unionized metropolitan areas. . . . Still, it is encouraging to see that unions recognize the evils of "featherbedding" and are bringing it out in the open. Of far more reaching importance is the move now being made by NLRB to enforce the Taft-Hartley law on the question of open shop in the building industry.

*Ralph Finitzo, Springfield, Ill.*

**More homes could be put up in less time**

The anti-featherbedding pact is an excellent idea providing the local crafts follow through on the agree-



ment reached at the national level. More homes could be built with quicker completions, reducing operating cost of power, heat and financing total. Costs could be cut as much as \$500 if all featherbedding was eliminated on the construction site.

*Clair M. Wilson, Omaha.*

## Arthur McGinnis named president of Simmons-Boardman Publishing Corp.

Arthur J. McGinnis has been elected president of Simmons-Boardman Publishing Corp., which publishes *AMERICAN BUILDER*. He succeeds James G. Lyne, who becomes chairman of the board.

Mr. McGinnis, who has been publisher of *AMERICAN BUILDER* since May 1955, joined Simmons-Boardman as an associate editor in



Arthur McGinnis

1940. He was elected assistant treasurer of the corporation in May 1946, and treasurer in Nov. 1950.

In Feb. 1954, he was elected executive vice president and treasurer. He will continue as company treasurer and publisher of *AMERICAN BUILDER*.

Mr. Lyne, who joined the company in Oct. 1920, has been president since 1949. In addition to his corporate duties, he is editor of *Railway Age*.

Other changes in the corporation's executive slate included the election of George Dusenbury and Duane Salisbury to the board of directors and Robert Van Ness as a vice president.

Mr. Dusenbury is vice president and editorial and promotion director; Mr. Salisbury is vice president and sales director; and Mr. Van Ness is circulation director.

### DICKERMAN'S COLUMN . . .

## Government keeps builders on seesaw

by John M. Dickerman, Executive Director, National Assn. of Home Builders

Congress has moved with commendable speed during the first four months of 1958 to enact new housing legislation. It has done so more in the name of "anti-recession" than because of the particular wishes of the home builders.

Nevertheless, the fact is that an emergency housing bill was the first of the so-called "anti-recession" measures to be speeded through both houses of Congress. This is tacit recognition of the critical role residential construction has in the total economy. The gain or loss of 100,000 new housing units during the course of a year is reflected throughout scores of industries. These industries provide the materials, equipment and furnishings for a modern home. No single industry has housing's influence on the nation's economic health.

Curiously, this influence is quickly seized upon in times when the economy obviously is slipping and soft-pedaled when the economy is thriving. Is it any wonder that the average home builder is bewildered by having the door closed on him one day, and opened on another with a red carpet on the floor? It is any wonder that the



Dickerman

builder feels like asking "what goes," when he is squeezed dry for mortgage money in 1957, then is told in 1958 that his operations are expected to bellwether the economy back up the road?

Every time a rubber band is snapped it loses a bit of its stretch. Similarly every time home building is turned on and off it loses something of its ability to bounce back. Three times in less than a decade our industry has been asked to pull the economy out of its slump. Twice it has responded in the manner expected. But on this, the third occasion, there is noticeably less bounce. Even with the assistance of the emergency housing act, it can't do the job alone.

This is the time, it seems to me, for those responsible for economic and monetary policies to take a look backward and review the events that led to the present business difficulties. They will find, among other things, that NAHB warned many months ago that the heavy restrictions imposed on housing would lead to economic trouble in the future. Had they listened, had the monetary thumbscrews been loosened instead of tightened, some of today's problems could have been avoided.

I find it somewhat ironic that the emergency housing act, which Congress approved with near record-

breaking speed, closely resembled the program which NAHB sought with little success to have enacted in early 1957. Enactment then would have accomplished several purposes. It would have provided counter pressures to the recessionary trends which already had begun quietly to set in. It would have provided much-needed lead time for the home building industry to "rev up" its slowed-down operations. It would have encouraged the building and buying of more houses. This would have been reflected in the sales of producers, manufacturers and suppliers.

A review of the past, while useful for future planning, is not likely to solve immediate problems. And it is the immediate with which we are now concerned. In this respect the emergency housing act, although belated, has the capacity to benefit home buyers and home builders and, through them, the national economy.

It may not make possible as much new housing as its sponsors may wish for. It may not produce results as quickly as they would like. But it does improve to a considerable degree the methods of financing home construction and purchase. As such it should enable the home building industry to contribute materially to stabilizing and improving the economy.

## Prefab's 'new look' looks for new customers

Everything's taking on a "new look" this spring. And that includes the country's manufacturers of prefab houses who recently changed their association's name to Home Manufacturers' Assn. (It was Prefabricated Home Manufacturers' Assn.)

It was evident at the association's 15th annual meeting that prefabbers are out to build a new, stronger market, including small as well as large builders. To do this, they're working closely with manufacturers of building products toward improving houses.

A strong indication of this was the important part played by associate members at the convention. For the first time, these associate members (manufacturers of building products) sat in on important committee meetings. Later, they participated in a shop talk session which pointed up how they could cooperate with prefab manufacturers more closely.

Other highlights of the meeting:

- Government officials explained how new legislation will help them reach their goals earlier.

FHA Commissioner Norman Mason discussed government programs aimed at small builders—the area which prefabbers are hitting hard.

He also lauded prefabbers on their efforts in the low-cost field.

- George E. Price, out-going HMA president, discussed the need



**NEW OFFICERS** of Home Manufacturers' Assn: Eugene Kurtz, vice

president; Fred Samerdyke, secretary-treasurer; Horace Durston, president.

for a long-range government housing program to give greater stability to conditions under which the industry will operate.

"Such planning is essential if the housing industry is to develop its abilities to meet the tremendous demand for homes in the '60s," he declared.

- Discussing the relationship between prefab manufacturers and the National Association of Home Builders, Nels Severin, NAHB president, had this to say:

"Our two organizations are engaged in the same business."

- At a special presentation by Joseph B. Mason, editorial director, and Bayne Sparks, field sales manager, AMERICAN BUILDER, prefabbers were told: (a) it may be that the greatest potential for prefabrication lies in concentrating on the 10-60 house builder; (b) perhaps half a loaf is better than none in selling builders. Start with custom components and lead builders gradually to completely packaged houses.

## How the emergency housing bill shapes up

Lower down payment provisions and the repeal of discount controls were the highlights of the "emergency" housing bill signed by President Eisenhower last month.

The new down payment schedule provides for 3% down on the first \$13,500 of value instead of the first \$10,000; 15% on values from \$13,500 to \$16,000; and 30% on values from \$16,000 to \$20,000. Nothing was done to raise the maximum allowable loans.

Other provisions of the bill:

- The VA loan program was extended for two years and VA interest rates were raised from 4½% to 4¾%. This was one of the pro-

visions which dissatisfied President Eisenhower. He continued to appeal for a flexible GI rate. (Although not a provision of the housing bill, VA loans can again be obtained with no down payment.)

- A revolving fund of \$1 billion was reserved specifically for FNMA to purchase mortgage loans of \$13,500 or less, insured by FHA or guaranteed by VA. This new special assistance fund is available for advance commitments to purchase providing the applicants for such commitments certify "that construction of the housing to be covered has not commenced." In

addition, the Act increases by \$500 million the authorization for FNMA special assistance funds subject to Presidential allocation. This authorization may be used to buy FHA or VA mortgages of any kind designated by the President when he believes national economic conditions indicate the necessity for this action.

- Additional FNMA special assistance funds for military family housing is provided, along with an increase in the maximum interest rate from 4% to 4½%.

Congress is expected to act on another housing bill before this session ends.



## Merchandising to get big play at '58 NRLDA exposition

The importance of merchandising for lumber dealers will be emphasized at the fifth annual Building Products Exposition of the National Retail Lumber Dealers Assn. The exposition is slated for Nov. 22-25 at Chicago's International Amphitheatre.

The "guided missile" merchandising program being developed will stress expanding present markets and creating new ones. Emphasis throughout the Exposition will be placed on ways in which lumber and building materials dealers can move more merchandise.

Exposition general chairman Phil Creden explained why merchandising will be stressed:

"The big problem for dealers

this year," he stated, "is how to boost building materials sales in the face of shirt-sleeve competition for the discretionary spending dollar.

"We are cutting down the number of dealer meetings on our program in order to schedule them all as breakfast sessions. Dealers will have more free time to take advantage of events and displays at the Exposition hall itself."

Creden explained that the meetings will be serious information sessions with concentrated emphasis on "hard sell." They will be directly tied in with product merchandising efforts of exhibitors.

Plans are also being made for new approaches in the materials handling and component construction portions of the program. These again will accent increased profits through cost cutting and sales building.

Entertainment features are also being studied with a view toward less formality and broader partici-

pation by all segments of the Exposition, he added.

One of the new features being offered this year is an "NRLDA Holiday Weekend Package." Saturday and Sunday (Nov. 22 and 23) have been designated as employee days. They will feature special programs and demonstrations for dealer's employees. Previously, many employees were unable to attend the expositions because they could not be spared during the week.

Another new feature is a policy which will permit exhibitors to invite special guests to visit their booths and tour the show area. The public is not invited.

NRLDA reports heavy advance requests for exhibit space. This indicates that the 1958 show will surpass all of its predecessors in exhibit area and number of products shown as well as in total attendance.

Martin C. Dwyer is Exposition director and Deyo W. Johnson is program chairman.

### LUMBER DEALERS . . .

## Fact and fallacy about who builds what

by H. R. Northup, Exec. Vice Pres., National Retail Lumber Dealers Assn.

Lately we have been hearing with increasing frequency a rather puzzling and disturbing statement. It is that 80 per cent of the homes in this country are built by some 3,000 to 4,000 larger site builders. Therefore, it is said, manufacturers of building products should concentrate their efforts on selling those big builders—if they really want to sell the housing market.



Northup

This advice might be sound if the figures were accurate. But they just aren't. Indeed, such reliable figures as are available suggest that the 80 per cent figure we have been hearing is absurd.

The Statistical Abstract of the United States says that in 1950 there were 18,548 "places in this country." Assuming that these big operators who build homes certainly must be located in places of 25,000

or more population (otherwise, how could they be so big?), we find that such places numbered 484. This leaves 18,064 with a population of less than 25,000, all of which presumably must have someone building homes.

Approaching the matter from another angle, the 484 places with more than 25,000 people had a population of 70 million. The 18,064 places with fewer than 25,000 people had a population of 80.7 million. Assuming that the 80.7 million build and buy homes like the 70 million do, there must be a fairly sizeable market there for manufacturers who are being urged to concentrate on the site builders.

Now, before proceeding, we grant that these figures were for 1950 and that there may now be 600 or 700 places of 25,000 or more people. But our point still holds: more homes are built in places of less than 25,000 than in larger communities.

Why did we pick 25,000 popula-

tion as the dividing lines? Well, because in the last two years we have been building one new home for about every 160 people. Thus, the average rate of home building in a place of 25,000 has been about 156 homes per year. Even if all were built by one site builder, he still wouldn't be a really big operator—the kind our friends are talking about. Indeed, it would be most unusual if we were to find more than a couple of dozen really large operators in all the places of 25,000 and less. We can think of a few. But those are newly organized communities and there aren't too many of them. So our 25,000 dividing line looks pretty good even though eight years have passed.

We also hasten to add that we, as lumber dealers, have no quarrel to pick with large site builders. Indeed, they are our biggest and often our best customers. Our sole argument is with those who attempt to confuse the public with statistics that just don't stand up.



Frank Lloyd Wright

"UNREALISTIC" was the word most Denver builders used to describe Wright's criticism of mass housing.

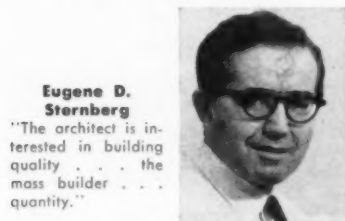
“Architecturally beautiful homes can be built for half the prices these little boxes are bringing, but they would have to start with more ground, space and less commercialization.”

## Are mass housing projects a national disgrace?



E. L. Northway

"... the economic situation has been dictated by growth problems in Denver."



Eugene D. Sternberg

"The architect is interested in building quality ... the mass builder ... quantity."



K. C. Ensor

"Mass housing is a boon. If people waited for a Wright home, they'd never be owners."

A furor of comment, favorable and adverse was stirred up in Denver, Colo., when controversial architect, Frank Lloyd Wright, aired his opinions of mass housing.

The 88-year-old Wright, a bitter critic of conformity in building, launched an attack on what he called, "thousands of little housing communities lined up picture window to picture window ... where you can hear papa spanking the baby next door and mother bawling out her husband on the other side."

Wright claimed architecturally beautiful homes could be built for half the price (of a project house), and urged families not to buy project houses until they are sure they are buying privacy.

"Refuse to buy a home that doesn't please you," Wright said. "Wait, wait, wait, and wait until you find a house that has some space around it and you are in a position to buy it. . . ."

Two camps formed in Denver: those who ardently agree with Wright—the architects—and those who think he's completely unrealistic—the builders.

According to the *Denver Post*,

builders believe Wright isn't looking at the economic facts. They feel far fewer people would have decent homes if they followed Wright's advice and held out for custom-built homes on large lots.

Ed Northway, president of the Home Builders Assn., said that in the Denver area home building competition has been very strong, necessitating many different types of homes at competitive prices.

"However," he said, "the economic situation has been dictated by growth problems. Today, the Denver area has over 15% more growth per capita than the national average for an area. Major community development problems have multiplied because of rapid growth."

As an example Northway pointed out that the area has overgrown its water sources and water distribution cannot be planned. Land that is located where water is available greatly appreciated because of the increasing demand for new schools, sewerage treatment and super arterial highways.

Northway said that considering  
(Continued on page 32-H)

FIRST WITH SHEER LOOK! FIRST WITH COLOR! FIRST WITH FOLD-BACK UNITS! FIRST

NOW FRIGIDAIRE FIRST AGAIN WITH

# drop-leaf door wall ovens

BUILDER-DESIGNED TO CUT ON-SITE COST... STYLE AND COLOR MATCHED... FEATURE-PACKED TO PUT YOUR HOMES OUT FRONT!

Again and again, Frigidaire has led the way in developing new appliances with more homebuyer appeal—more home-selling features for you. Now Frigidaire brings you the newest idea in kitchen convenience—Drop-Leaf Door Wall Ovens that make easy oven-cleaning a big sales point!

Better living features? Add 'em up... no other wall oven offers more! Choice of models, De Luxe, Imperial or Double-Oven Custom Imperial, to more than satisfy every family. Holiday meal capacity in each of these big, wide Sheer Look beauties—more than most 40-inch range models. New Custom Imperial model features Spatter-Free Radiant Wall Broiler Grill (broil up to 100 times and never need to clean this oven) and new Meat Tender Thermometer and Signal. In fact, these good cooking, smart

looking Drop-Leaf Door Wall Ovens have as standard or optional equipment, practically every outstanding feature of 1958 Frigidaire Free-Standing Ranges—PLUS!

True modular construction assures you of "Minute Man" installation, perfect fit in cabinet or wall openings only 21½" wide by 23¾" deep. No special brackets or vents required, no assembly of control panel required, no trim to put on or take off and no exposed mounting screws. Cost-cutting? You bet!

Like all matching Sheer Look Appliances, new Frigidaire Drop-Leaf Door Wall Ovens blend beautifully in any kitchen plan—and you can choose from four porcelain enamel colors or gleaming satin chrome to make your model kitchen a must-see, must-have prospect magnet.

## NO OTHER WALL OVEN INSTALLS MORE EASILY OR QUICKLY!

"Minute Man" installations can save you real money. In step-by-step installation tests, new uncrated Frigidaire Wall Ovens were completely installed in as little as 7 minutes and 52 seconds. After carpenter work and rough wiring had been completed to typical cabinet opening, only these three steps were necessary:

1. Mount junction box and connect attached 54" armored cable.
2. Slide oven onto level shelf.
3. Mount oven to cabinet (or wall) with screws concealed behind Drop-Leaf Door. If leveling had been necessary, it could be done in minutes with leveling feet provided.



## YEARS-AHEAD FRIGIDAIRE BUILT-INS PAY THEIR WAY IN CONSUMER APPEAL!



Large Capacity Single Ovens provide room for a banquet-size roast or the largest turkey. New full-width Easy-Clean Control Panel, easy-to-see.



Custom Imperial Double-Oven model, for those who want the finest, has two complete ovens with Drop-Leaf Doors. Spatter-Free Broiler included.



New Frigidaire Cooking Tops install anywhere with drop-in ease. Minute-man corner-screw mounting. Matching colors and satin chrome.



Exclusive Fold-Back Surface Units install on the counter top. Fold back (even while hot) for extra set-down counter space. Satin chrome.



Fold-Back Surface Units



Wall Ovens and Cooking Tops



Automatic Dishwashers



Food Waste Disposers



Refrigerators & Freezers



Electric Ranges



Washers & Dryers



Full-Home Heating & Cooling



Room Conditioners



WITH TURBO-SPRAY ACTION DISHWASHER! FIRST WITH FRENCH DOOR WALL OVENS!



(Above) Single-Oven Model RBZ-94. (Right) Custom Imperial Double-Oven Model RBZ-99.

#### HERE'S WHY WOMEN WILL LOVE THESE NEW DROP-LEAF DOORS

Completely new Drop-Leaf Door actually lowers all the way down at the release of Safe-Lok Levers on each side of oven. No stretching, no acrobatics, now milady may stand comfortably close to the oven to reach every corner easily. And, she can do it without the necessity of removing a bulky, hard-to-handle door. So easy—so safe—door can't drop accidentally!

Your prospects will rave over the generous, sturdy set-down space provided by exclusive Drop-Leaf Doors. Counterbalanced to pull down effortlessly, supported by two aircraft-type cables, each capable of holding up to 1000 lbs., these Kitchen-of-Tomorrow doors offer safe parking for the largest and heaviest roasts they'll ever hold. Non-tipping, adjustable shelves, too.



*Designed Today... for satisfied homeowners tomorrow!*

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UNUSUAL CONCRETE BLOCK design gives an interesting textured surface to walls and chimney.

## Front or back—this house puts its

**AMERICAN  
BUILDER  
AWARD**

**Best Model Homes Contest  
Award of Merit:  
Over \$16,000 category.  
Sanford D. Adler, Los Angeles**



**CENTRAL HALL** divides living and sleeping zones—with minimum loss of actual "living" space. Family-kitchen "living center" is convenient to whole house and outdoors.

As far as glamorous appearance is concerned, the rear elevation of this "Living Conditioned Home" could have been its front elevation. Wherever a buyer looks, he finds sales appeal.

And the glamor doesn't stop outdoors. The all-electric kitchen is separated from the living room by a wall of walnut paneling. The living area is extended outside by a trellised patio on one side and a terrace on the other. The master bath has a sunken "Roman" tub. A second door to the foyer allows the master bath to serve as a powder room. Entirely air conditioned, the home also includes a special storage room off the lanai. This can be utilized as a dark room, work shop or cabana. The kitchen features built-in range and oven, disposer, built-in mixer and food center.

Of post-and-beam construction, with solid plank roof and slab floor, the three-bedroom model was designed by Palmer and Krisel, A.I.A. It was co-sponsored by the Los Angeles Dept. of Water and Power. Price: \$25,250 with land.

## of the MONTH for May



WIDE OVERHANGS and "lap-ear" fascias of the roof provide efficient sun-control.

## best face forward



**BUILT-IN PLANTER** flanks large fireplace with raised hearth. "Outdoors" is carried inside by extending masonry wall to form divider between foyer and living room.



**ALL-ELECTRIC** kitchen is well-planned, has plenty of counter space and built-in appliances. Suspended cabinets are walnut-stained with sliding white masonite doors.

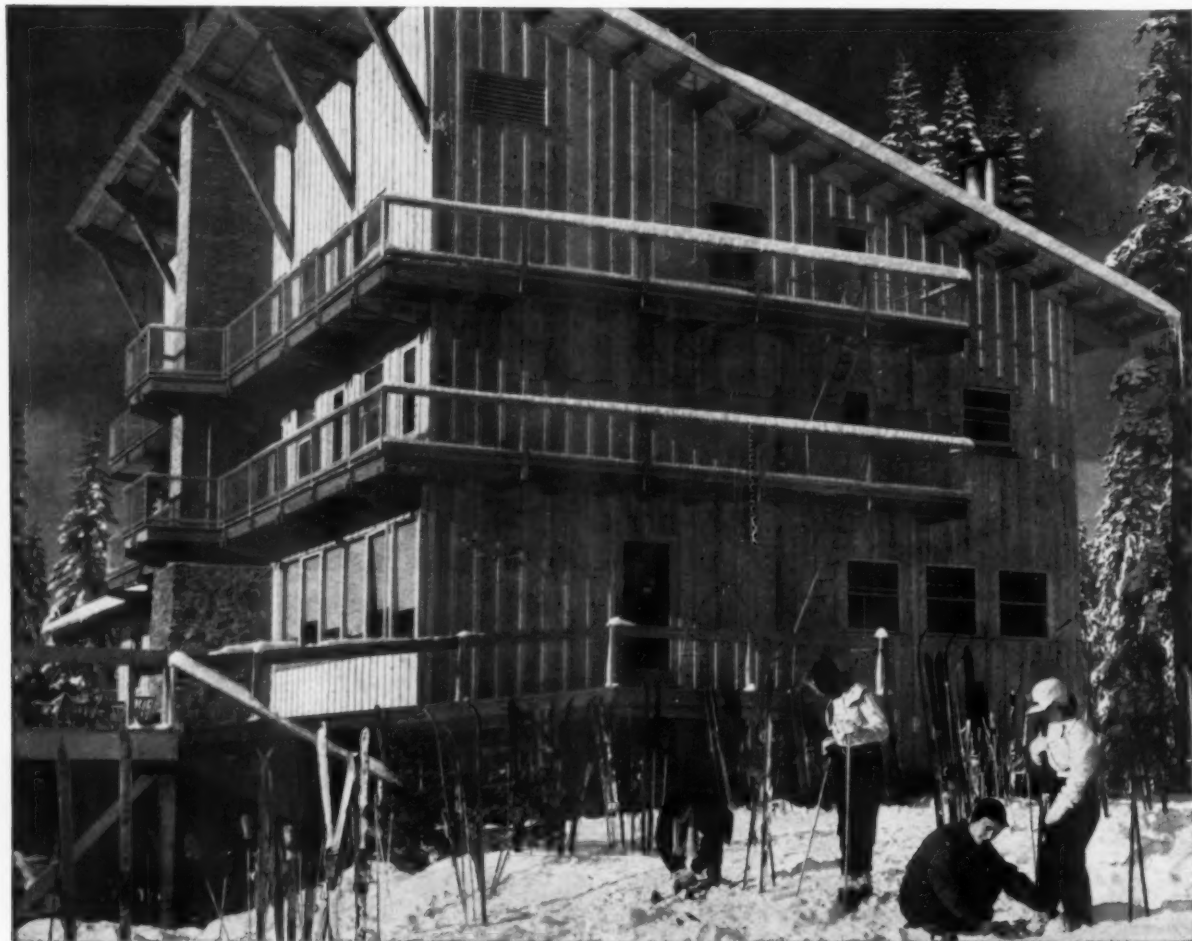


*For exterior siding...*

*consider* **PONDEROSA PINE**



*attractive, durable, economical—and it is an excellent insulator*



**PONDEROSA PINE** provides you with a superior wood to specify for exterior use on both commercial structures and private residences in any part of the country. Low in density, it makes an effective insulator against severe cold and extreme heat. A sturdy wood that resists swelling, shrinking and warping, Ponderosa Pine is excellent also for sheathing, subflooring, roof decking and light framing. Important qualities to consider for on-the-job economy are its light weight, soft texture and straight grain, which provide easy handling, sure nailing and accurate milling.

The popularity of Ponderosa Pine is unexceeded by any other wood in America for interior woodwork and paneling in both its clear and knotty grades. Homeowners particularly enjoy its ability to take any of the many varieties of finish treatments available today.

You'll find Ponderosa Pine is always *carefully dried* to insure accurate sizing, improved working qualities and lower maintenance costs.



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*member mills manufacture these woods to high standards of seasoning, grading and measurement*

**Idaho White Pine • Ponderosa Pine • Sugar Pine  
White Fir • Incense Cedar • Douglas Fir • Larch  
Red Cedar • Lodgepole Pine • Engelmann Spruce**

Today's Western Pine Tree Farming Guarantees Lumber Tomorrow

## Western Views

By BILL RODD

▼ PLEASE, TEACHER, MAY I LEAVE THE ROOM? Builders are going back to school, and it's a good sign. Since a good builder has to be a banker, lawyer, accountant, and sales manager, in addition to knowing about construction, he can't get too much knowledge on these subjects. The Seattle HBA and the Los Angeles BCA are both sponsoring courses in local halls of learning.

▼ "EASY MONEY DOESN'T CREATE DEMAND" is the warning given members in a recent BCA news release. It points out that in 1930 there was plenty of mortgage money, but little building. "Never before has judgment and analysis (on the part of individual builders) been so important," the report states.

▼ AIR CONDITIONING WITH GAS promises to grow by leaps and bounds with the introduction of the new Arkla unit. The 3 1/2-ton size is priced to contractors at approximately \$1,400 in the Los Angeles market. Two gas companies offer users a 25% discount on gas used for cooling between Apr. 1 and Sept. 30. The gas companies are

going "all-out" to promote this equipment since it will help them to maintain peak-usage throughout the customarily slack summer months. They state that operating costs are much less than for competing fuels and they back up the manufacturer's five-year warranty on parts with a similar term guarantee on labor. The unit heats as well as cools.

▼ TWO TV HOME SHOWS. Television now boasts two shows sponsored by builders in the Los Angeles area, one every Saturday morning and the other Sunday mornings. Both take buyers on tours of tracts showing neighborhoods, exteriors and interiors of model homes. The Saturday morning show, which started seven months ago, offers to answer inquiries about home buying. It's called "The Home Buyer's Service Department."

▼ "BUILD FOR WIDOWED, ELDERLY, DIVORCED AND SINGLE" advises Construction Industry Research. Builders looking for a specialty market should consider that many people demanding space are not families and therefore require different things

in a house or apartment. It is stated that these people would prefer, and can afford, individual residential units, if they were available.

▼ TEMPT BUYERS WITH CUSTOM TOUCHES. Visitors to a model recently opened by Van E. Barcus, Glendale, Cal., builder, found something to exclaim about from the moment they approached it, and in almost every room. A tree, so close to the house, made it necessary to frame the roof around it. The tree was saved and the result is a striking appearance. Flowering shrubs were in planters and in pots. A Roman bath cost \$150 extra to build, but Barcus says it was a big factor in selling the house. Wallpaper murals, a built-in buffet, slate entry, acoustical ceilings caused comment.

### WESTERN EDITOR

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# Six ways to sell a new development

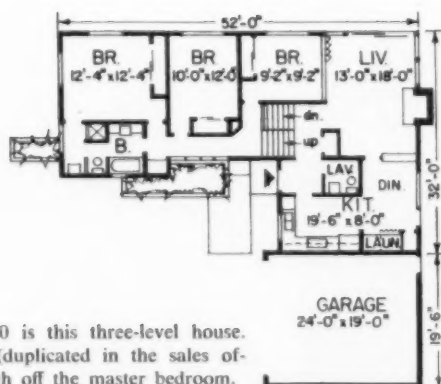
**1 Attract buyers to the site.**  
On grand opening day, stage  
a star-studded water show



**2 If you give extras "play  
them to the hilt". Stage the  
show in the tract's own park**



**3 Offer plans with something  
special. Gibraltar Homes fea-  
tures a "Carefree Kitchen"**



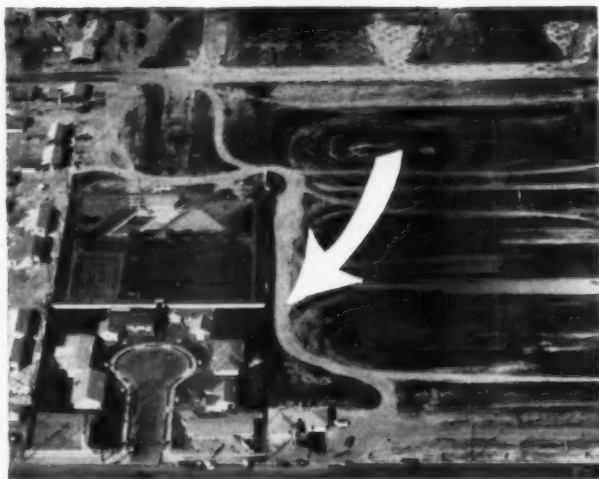
**BEST SELLER** at \$19,750 is this three-level house. Buyers liked the kitchen (duplicated in the sales office) and the three-way bath off the master bedroom.







**STAGED** on two weekends, the show drew more than 10,000 people. Many came back for a second visit. Dr. Lee, Olympic champ (at mike), was a main attraction.



MAY 1958

**SELLING POINT** is the cul-de-sac arrangement. Park (background) can be reached by 70% of the families without crossing a street. Foreground: models and sales office.

**S**elling nine houses at a grand opening is quite an achievement in Orange County, Cal. F. X. Mohan and B. W. Martin, heads of Gibraltar Homes, were able to do it, but they had a problem to buck.

Gibraltar is located in an area which was greatly overbuilt in 1956, and last year builders were still trying to sell off the '56 excess. Mohan and Martin realized they'd have to produce a merchandising program of more than usual appeal, and tie it in with a sales package that offered extras.

Publicity broke with newspaper ads and a press party. The main fanfare was saved for opening day when a swim show which featured well known water stars was given. Over 6,000 people showed up to see the show and inspect the models. There was a reason for using this type of entertainment.

One of the extras Gibraltar buyers receive is a share in the tract's community park. To exhibit the area at its best, it was completed before opening day, so the show could be staged there.

An exceptionally good-looking club house, part of the recreation area, was moved and is temporarily being used as the sales office. Six completely furnished models were built on both sides of a small cul-de-sac. In order to see the models and leave, visitors were forced to pass the office. This created a semi-captive audience for the salesmen.

As they enter the office, one of the first things seen is a model kitchen, whose features are in all Gibraltar houses. A unique display method is used. All the drawers and doors in the kitchen are open, so visitors can see how the room functions.

Other extras Gibraltar offers buyers which are played up in the office include a decorating service and a "move-in plan." Buyers can arrange with one monthly payment for moving or decorating.

**Three more ways to sell a new tract** ➤

## THREE MORE WAYS TO SELL A NEW TRACT



ARRANGEMENT of models forced visitors to go by the office. Many who might have passed it stopped in.

### 4 Use the sales office to "show-off" extras and important house features

Hit your audience twice: display outstanding house features in the sales office. Gibraltar owners duplicated the Carefree Kitchen, and in bays displayed renderings and floor plans.

An exhibit of fabrics and floor coverings appealed to women and tied-in with an extra for buyers: a free decorating consultation.



### 5 Build a children's play area and get undivided attention from the parents

"Free" the parents, and your chances for a sale are greater. That's what Mohan and Martin did at Gibraltar when they built a children's playground near the sales office. Knowing their offspring were occupied, parents spent more time at the models and in the office. Salesmen were able to talk without interruptions.



### 6 Prepare ahead: sales literature can make or break a grand opening

Opening day build-up started with a press cocktail party. The next step was a "pre-view" announcement to all names on the mailing list. Two other pieces were sent: one played up the park—the other the tract. Both did a real selling job. Newspaper ads, publicity releases, and the show account for the big turnout.

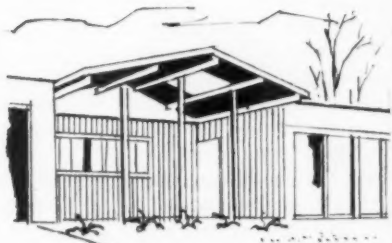




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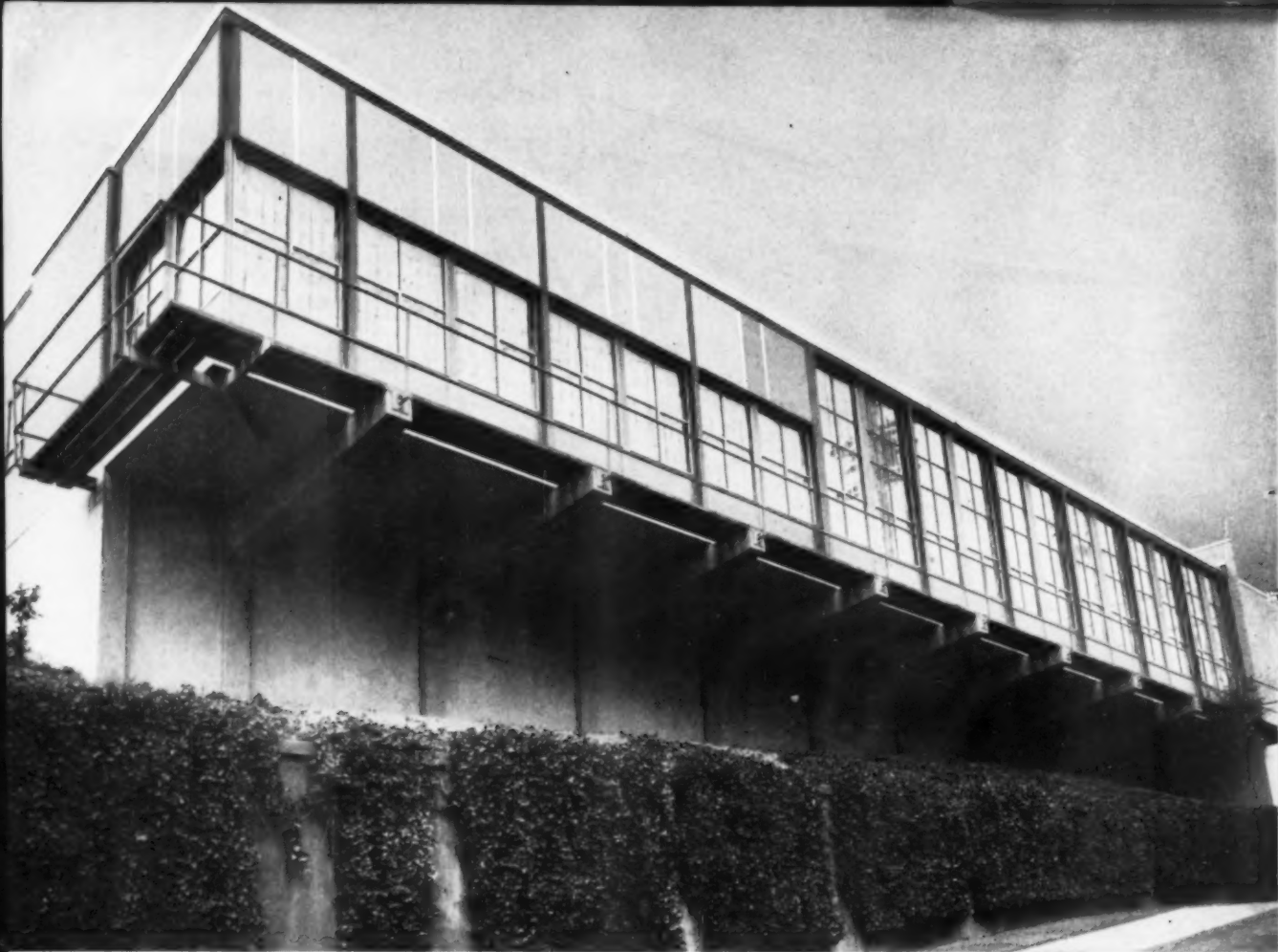
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*The United States Steel shapes in this school are used by leading fabricators and are also available through steel jobbers in your area.*

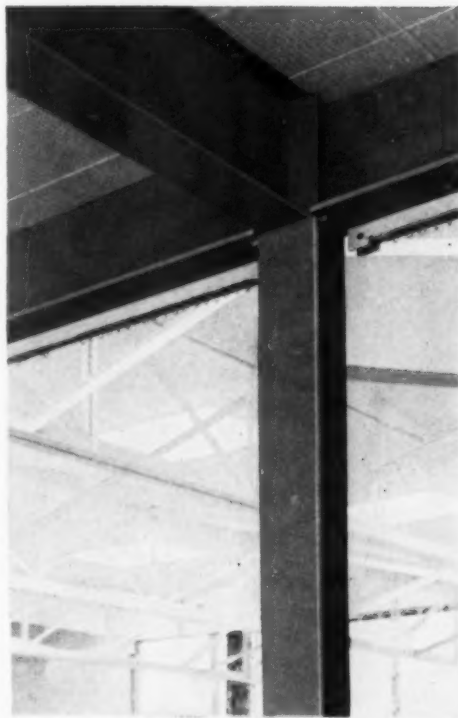
*Architects:  
Naramore, Bain, Brady & Johanson,  
Seattle, Wash.*

*Builder:  
George E. Teufel Co., Seattle, Wash.*

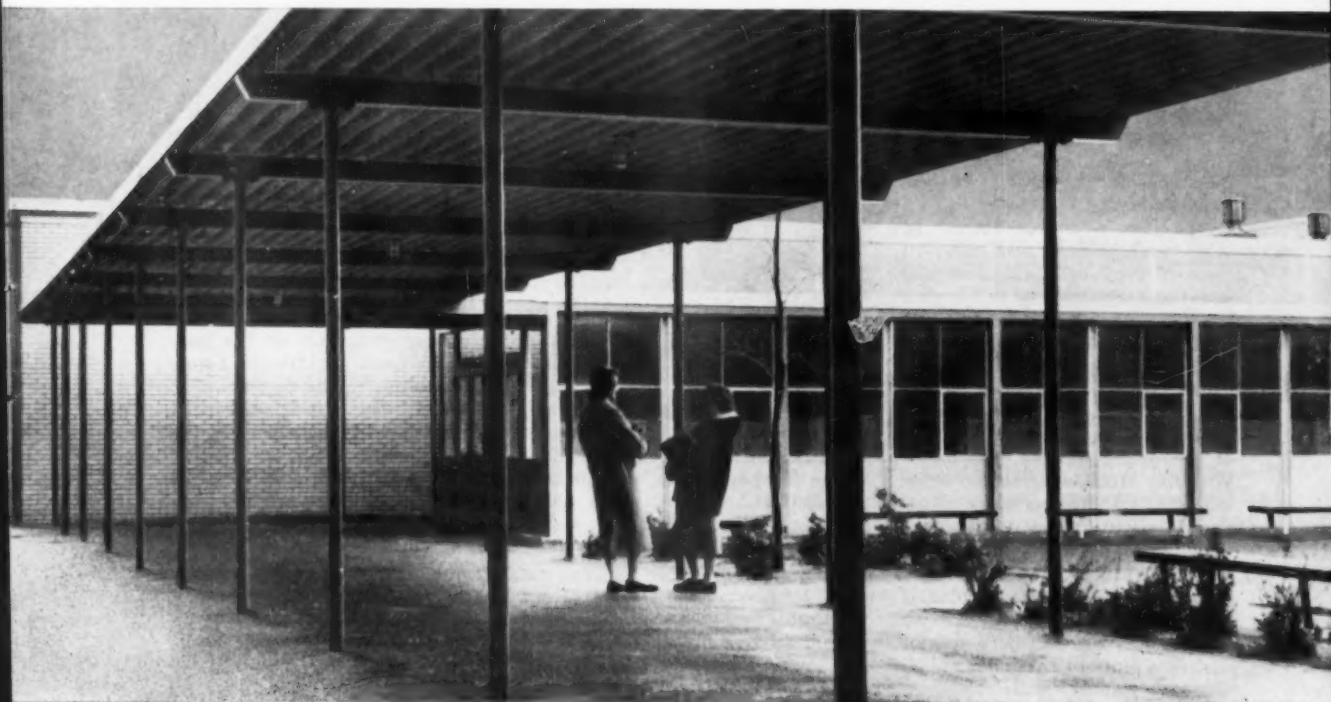
*Consulting Engineers:  
Worthington & Skilling, Seattle, Wash.*

*Steel Fabrication and Erection:  
Isaacson Iron Works, Seattle, Wash.*

Flanges at column and beam intersections are reinforced with additional welded stiffeners to provide continuity.



*On the inner court, a welded canopy of steel decking shelters the walkway between the buildings.*



# ARE MASS HOUSING PROJECTS A NATIONAL DISGRACE?

(Continued from page 27-W)

all the growth problems, "economics today still dictate the size of a site, the size and design features of a quality designed, engineered and constructed home.

"Using the immediate post war periods of housing construction as an example of 'mass housing' one could be critical. However, let us not forget the fact that the size of a house and to whom it could be sold was controlled at that period of time. Yes, we, too, would object as we did then, if this were the case in the Denver area today."

Denver architects, on the other hand, didn't bring economics into the picture at all. They blamed builders for lack of imagination concerning design, putting profit motive first, and poor site planning.

Richard L. Crowther's ideas expressed those of other Denver architects. "... builders have created a great American blight with their cheese boxes. With profit motive first they have created a great social and esthetic evil. ..."

And Eugene D. Sternberg, another architect, summed up the general feeling among his colleagues when he said, "The architect is interested in building quality ... and the mass builder is, by the nature of his business, interested in quantity of buildings and in serving the average taste."

The builder's viewpoint was stated by K. C. Ensor who said that mass housing has been a boon to thousands. He believes if people had to wait for a Wright home they couldn't dream of being owners.

And Ensor doesn't think that mass housing takes away a person's individuality.

"To take a project home," he said, "and make it look different from all the others brings out real individual thinking, and that is what the majority of our clients do."

Wright's statements, interpreted by another architect, W. C. Muchow, do not mean he is against project houses. He is only disapproving of the quality and design of the project homes built today. With this Muchow agreed when he said, "... There are few well designed speculative developments."

But he added, "Individual house design, whether it is a Wright house, or a prefabricated bubble, if it is lined up side by side like so many graves in a cemetery, cannot achieve a pleasant environment. ..."

A city planner, Stuart Eurman,



**Franklin L. Burns**  
"... construction costs are a price factor. Only way to cheap housing: standard design."



**Richard L. Crowther**  
"I agree with Wright. Builders have created a great blight with their cheese boxes."



**Stuart Eurman**  
"Land costs stymie builders. How can they afford to give acre development?"



**W. C. Muchow**  
"Wright is not against project houses, only the quality we now see. I agree. ..."



**Jordo Perlmutter**  
His ideas are fine but "... the development of communities must be based on economics."

stood fast with the builders

"It is one thing to criticize mass production housing, tired designs and too many houses to the acre. It's another thing to come up with practical solutions to this problem within the pocketbook and financing methods available to us all."

Eurman, like Northway, brought Denver's water problem into the picture.

"Right here in the Denver area, costs of lots jump from \$500 to \$5,000 an acre if they have sewer and water facilities. How can builders afford to give acre devel-

opment at these costs?" he asked.

The only builder who agreed with any of Wright's statements was Jordo Perlmutter. He felt Wright was trying to make our cities "the most beautiful in the world."

However, being very realistic he said, "The development of communities must be based upon the theory of economics rather than the ultimate in architectural design."

"... The people of our country who have purchased homes supplied by the mass builder are well aware of the shortcomings of 'tract' homes. ... However these same people have been willing to make concessions with their own individual likes and dislikes in exchange for the basically sound program which has allowed them the luxury of owning their own homes."

Sternberg doesn't believe concessions have to be made by the buyer.

"... Beautiful homes can be built for half the cost of the cheese boxes if people were willing to give up expensive gadgets in exchange for more space, color and beauty."

Site planning was the pet peeve of all the architects. They believed a tremendous improvement could be made in the field.

Sternberg said that "the whole body of knowledge which planners have to offer ... has been completely ignored."

He felt the problem could be solved if the departments of federal and local governments hired more capable men.

"Then," he said, "when mass housing plans are presented they would get constructive criticism instead of being approved or disapproved according to how closely they follow the usually outdated building code."

The only architect to question any of Wright's statements was Crowther. Privacy, he believed, could be obtained on small lots through careful design.

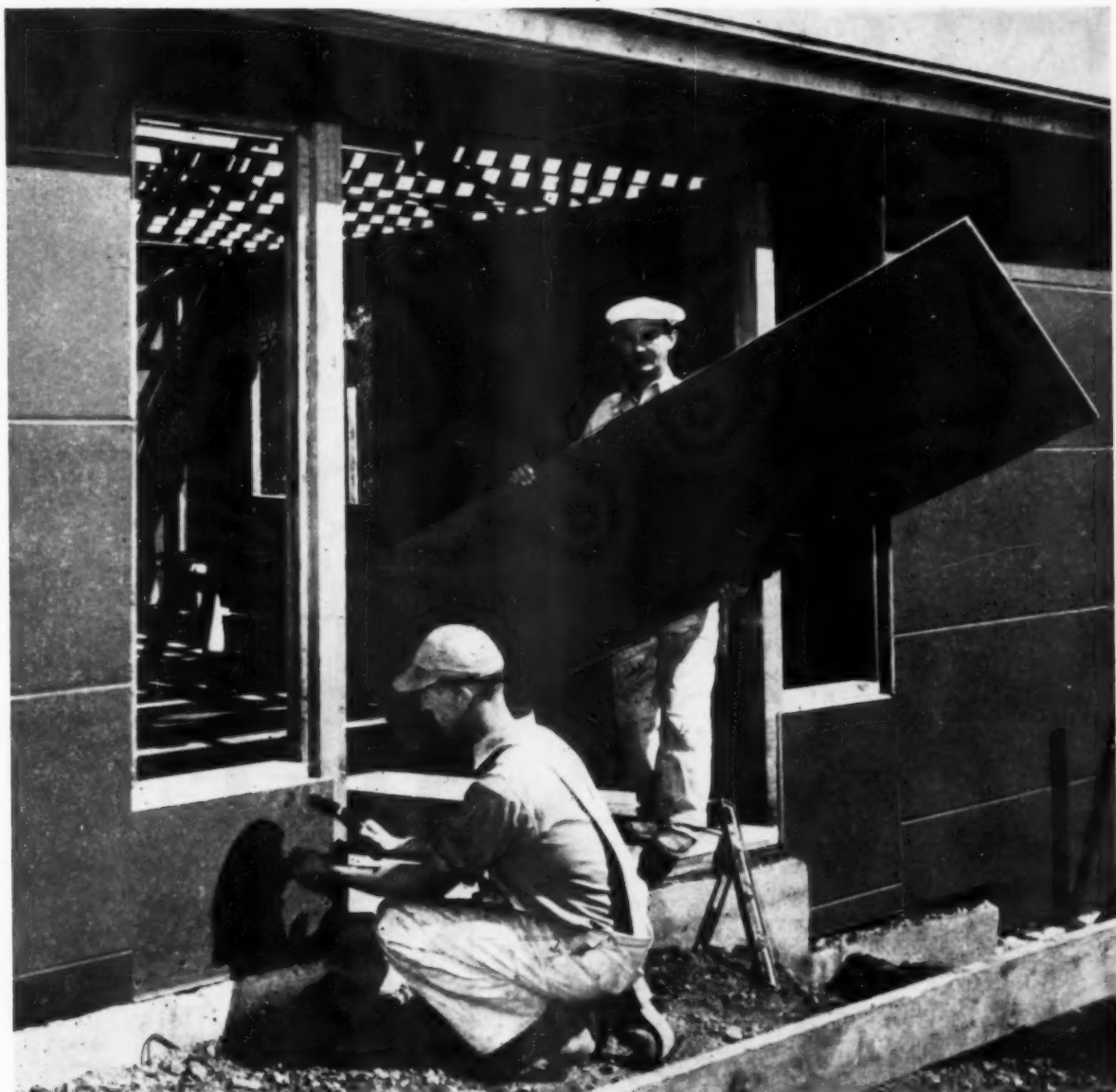
According to Crowther, "... Too much labor is spent on the site to accomplish construction. The price of building will not drop until more work is done in the factory."

"Good homes can be sectionally delivered and variety secured by reformation of factory parts."

"But standard design," said builder F. L. Burns, "is the only way to low-cost houses. Individual low-cost construction can't be achieved in housing any more than we can have custom-built cars cheap."

"... Builders attempt to vary design as much as possible, even if it's only turning the house on the lot. They try to have styling."





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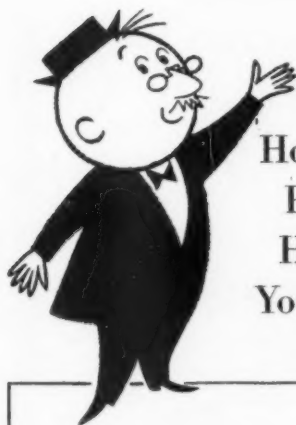
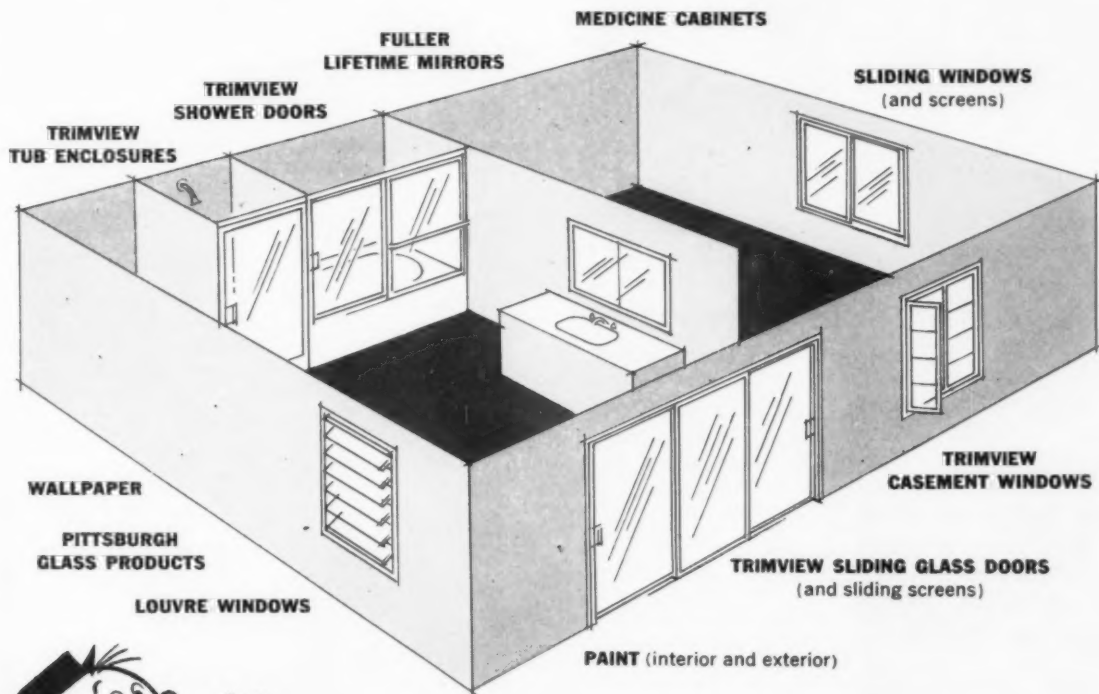
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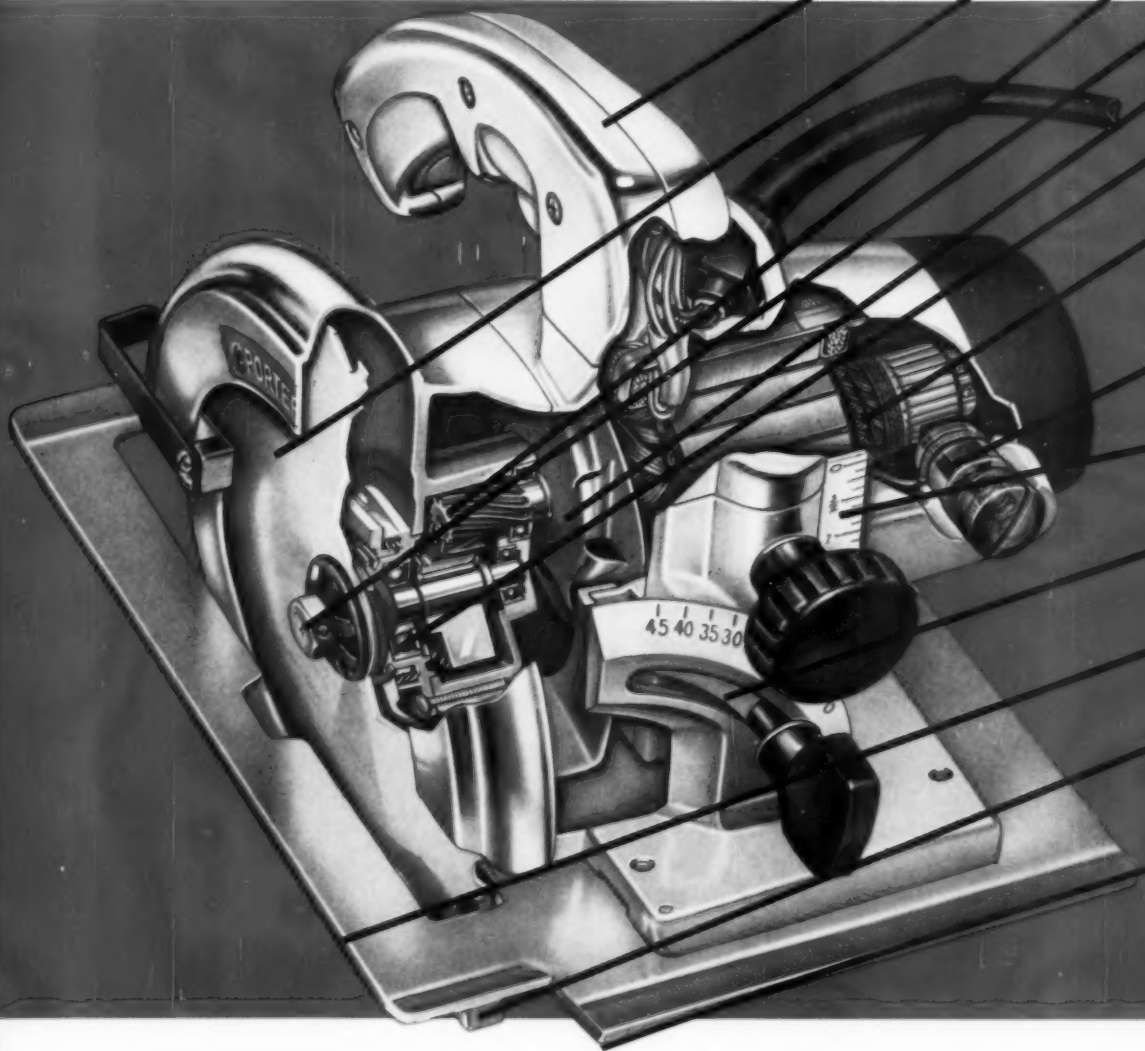
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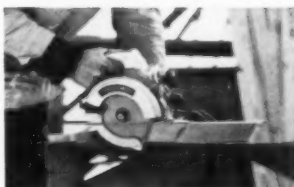
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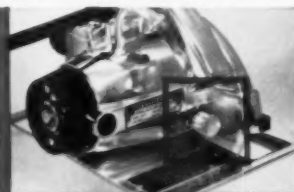
**SAFETY "NO-DRAW" GUARD** • Patented miter-clip on leading edge prevents jamming at start of any cut, and eliminates "drag" during the cut. Positive action of new coil spring returns guard immediately after cut is completed.

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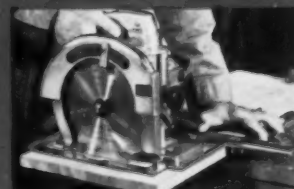
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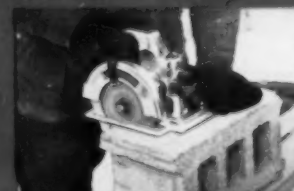
**GEAR LUBRICATOR** keeps gear and pinion well lubricated without having to take saw apart.



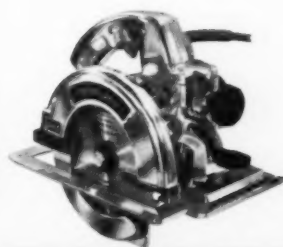
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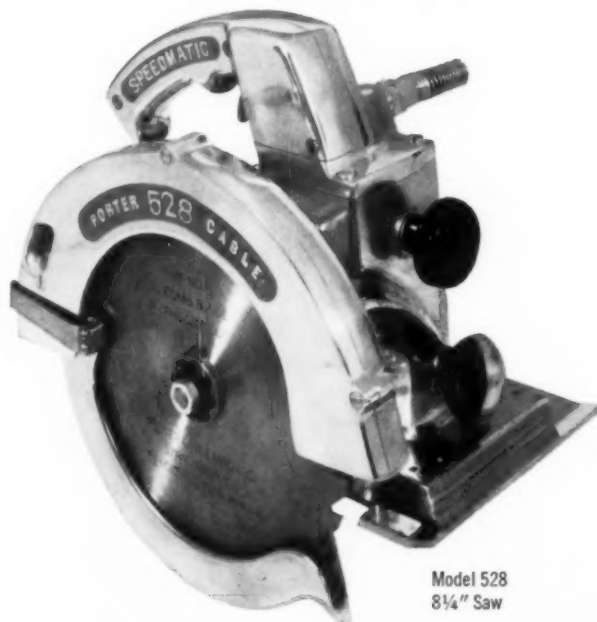
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woodworking tools, write for Porter-Cable Folder No. 205.*

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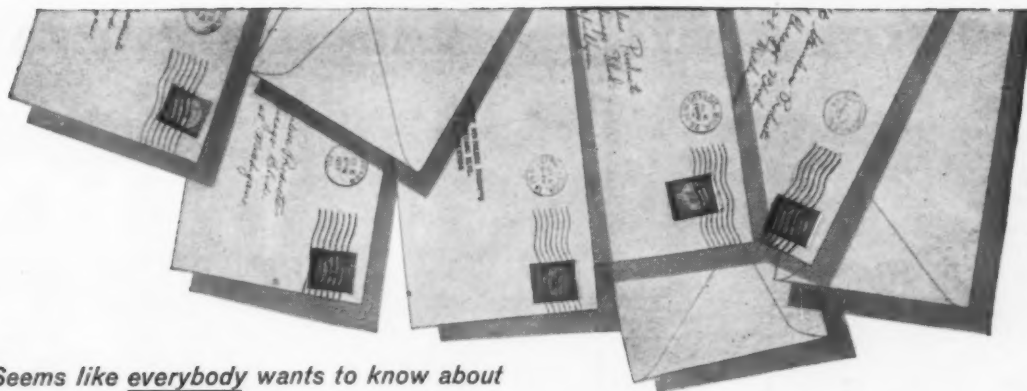
*Quality Power Tools*

**PORTER-CABLE MACHINE COMPANY**

8015 MARCELLUS STREET • SYRACUSE 4, NEW YORK

IN CANADA: PORTER-CABLE POWER TOOLS LTD., BOX 5019, LONDON, ONTARIO. CANADIAN PRICES SLIGHTLY HIGHER.

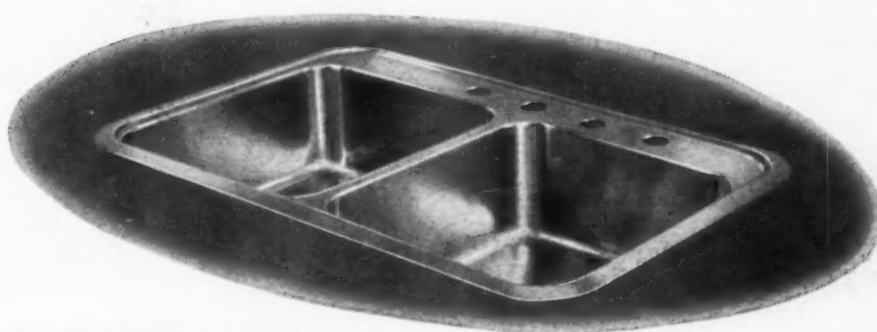




Seems like everybody wants to know about

# Redi-Rim<sup>®\*</sup>

EXCLUSIVE WITH NEW LYONCRAFT STAINLESS SINKS



You've written asking about REDI-RIM... and you will hear from us! But we're swamped with inquiries. Please be patient... our representative will get to you soon. Meanwhile, here are the answers to some of the most-asked questions about REDI-RIM and the Lyoncraft line...

**Q.** What makes the Redi-Rim so sanitary?

**A.** The sink and rim are one integral unit. By eliminating a separate rim, Redi-Rim design does away with water, dirt and debris-catching grooves or cracks that often are found between sink, molding and counter top.

**Q.** Why is Redi-Rim a safer installation?

**A.** A Redi-Rim sink carries its own weight with its integral heavy-gauge rim. It is fastened into the counter top... not a below-the-counter fitting. There is no danger of sink pulling away from the counter.

**Q.** What quality of stainless steel is used in Redi-Rim sinks?

**A.** Since chrome-nickel stainless is the most corrosion-resistant in all climates and all water conditions, Lyoncraft uses this high-quality steel exclusively.

**Q.** What other features does the Redi-Rim sink have?

**A.** In addition to Redi-Rim design, the Lyoncraft line offers these quality features: maximum cubic bowl capacity... new, quick-draining design... faucet-flow directly into strainer or disposer... effective sound-damping... narrow anti-splash center partition... smaller cutout, leaving more counter area... and extra lustrous finish.

**Q.** When can I expect to get Redi-Rim?

**A.** Right now orders are running ahead of production. However, we are catching up... and we know that you'll find the Lyoncraft line of Redi-Rim sinks well worth waiting for!

\*PATENT PENDING

*World's largest fabricator  
of chrome-nickel stainless*

**LYON STAINLESS PRODUCTS  
DIVISION OF LYON INCORPORATED**

13881 W. Chicago Blvd., Detroit 28, Michigan



**Lyoncraft**

AUTOMOBILE WHEEL COVERS • PRESTIGE TABLEWARE • KITCHEN SINKS • HOUSEWARES

**LYONCRAFT**, 13881 W. Chicago Blvd., Detroit 28, Michigan  
Please send detailed information on Lyoncraft Stainless Sinks.

NAME \_\_\_\_\_  
TITLE \_\_\_\_\_  
COMPANY \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

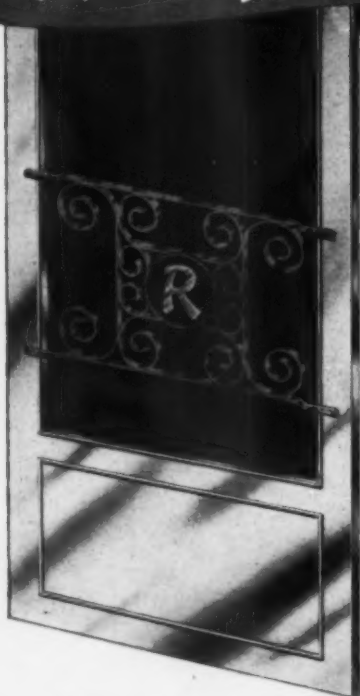
**You can see the difference!**

*Beautiful!  
Exciting!*

**md**

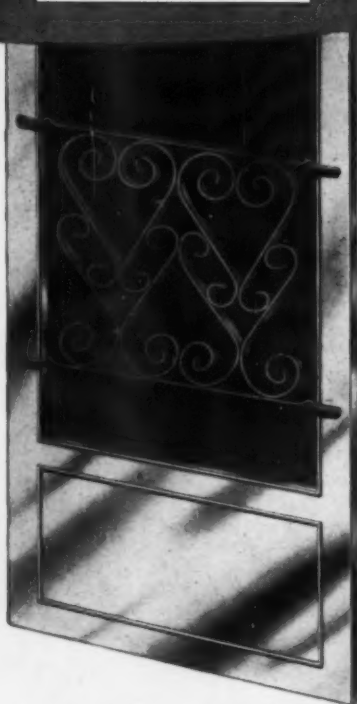
MACKLANBURG-DUNCAN CO.

**DOOR**



**M-D PUSH GRILLE NO. 15**

A graceful addition to any combination door—wood or metal. 16" high for either 32", 36" or 42" doors.



**M-D PUSH GRILLE NO. 23**

Made especially for 32" or 36" combination doors—wood or metal. Approx. 23" high.



**M-D PUSH GRILLE NO. 11**

Made especially for storm doors. Available for 32" or 36" door. Approx. 12" high.



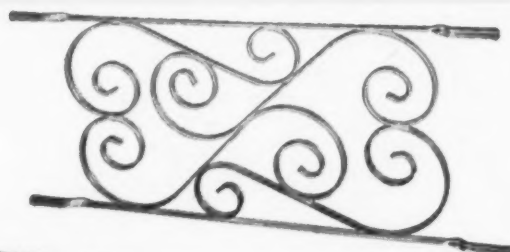
**M-D PUSH GRILLE NO. 4**

A very inexpensive and graceful push grille. 4" high for 32" or 36" doors.



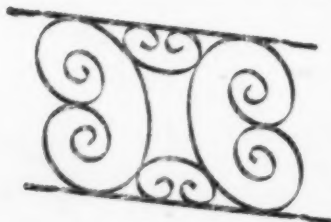
**M-D PUSH GRILLE NO. 6**

A handsome grille for aluminum or wood doors. 6" high for 21", 23", and 27" insert panels and for regular 32" or 36" doors.



**M-D PUSH GRILLE NO. 12**

Made especially for storm doors. Available for 32" or 36" doors. Approx. 12" high.



**M-D PUSH GRILLE NO. 16**

Made especially for combination metal doors, 15" high for 21", 23" and 27" insert panels and for regular 32" or 36" doors.



Since  
1920

**DEALERS** ORDER TO-  
DAY—your order will re-  
ceive prompt shipment!

**BUILDERS** Sold by all  
Hardware, Lumber and  
Building Supply Dealers.

You can sell the difference!

# GRILLES

Available in 3 Rust Proof,  
Tarnish Proof, Lifetime Finishes.  
Alacrome, Albras, Albright

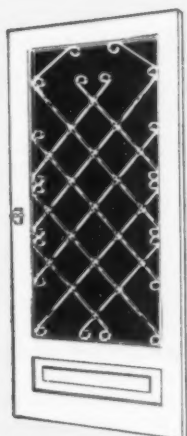


**FITS-ALL NO. 1**

Accordion-like action permits expansion to fit all doors.

**FITS-ALL NO. 5**

Fully adjustable for nearly all standard size screen or metal combination doors.



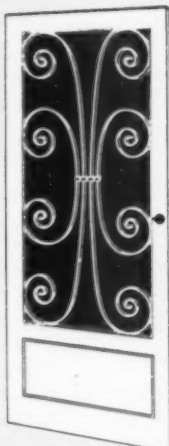
**FITS-ALL NO. FS**

Can be adjusted to fit all doors from 22" to 30" wide, and from 75" to 55" high between stiles.



**FITS-ALL NO. S6**

Graceful in design and fully adjustable on standard size screen doors.



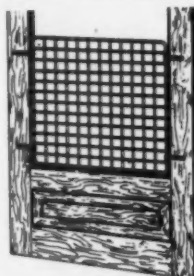
**FITS-ALL NO. 9**

Designed to fit all standard door and adjustable to many others.



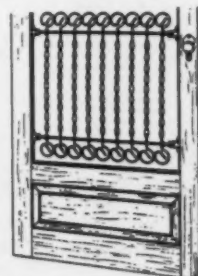
**FITS-ALL NO. 8**

Features M-D's patented "flower-pot" style holder which makes it easy to install this popular grille on nearly all standard size doors. Individually packed.



**M-D MESH GRILLE**

Interlaced ribs form strong protection. Available for 32" and 36" doors.



**Nu-WAY SCREEN DOOR GRILLE**

For doors or window guards. Fits 30", 32", 36" and 42" doors.

**MACKLANBURG-DUNCAN CO.**

P. O. BOX 1197 • OKLAHOMA CITY 1, OKLA.

Since 1920



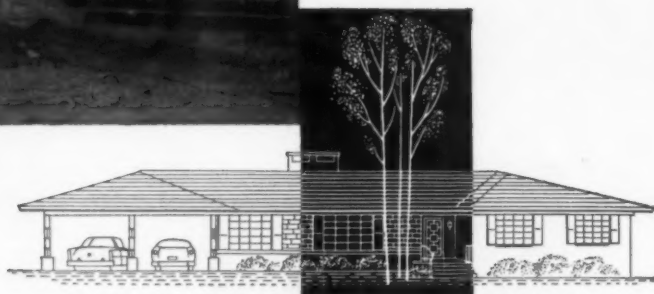
Curses, foiled again!



this house is built with termite and decay resistant



**PRESSURE-TREATED LUMBER**



Designer: Carl Melze  
Builder: Lee W. Moseley  
Wolmanized Lumber by: Columbia Wood Preserving Co.

**Wolman Preservative Department, Koppers Company, Inc.** W-36  
769 Koppers Building, Pittsburgh 19, Pennsylvania  
Please send me the 16-page booklet on the use of Wolmanized pressure-treated lumber in light and heavy construction.

Name \_\_\_\_\_  
Firm \_\_\_\_\_  
Address \_\_\_\_\_  
City, Zone, State \_\_\_\_\_



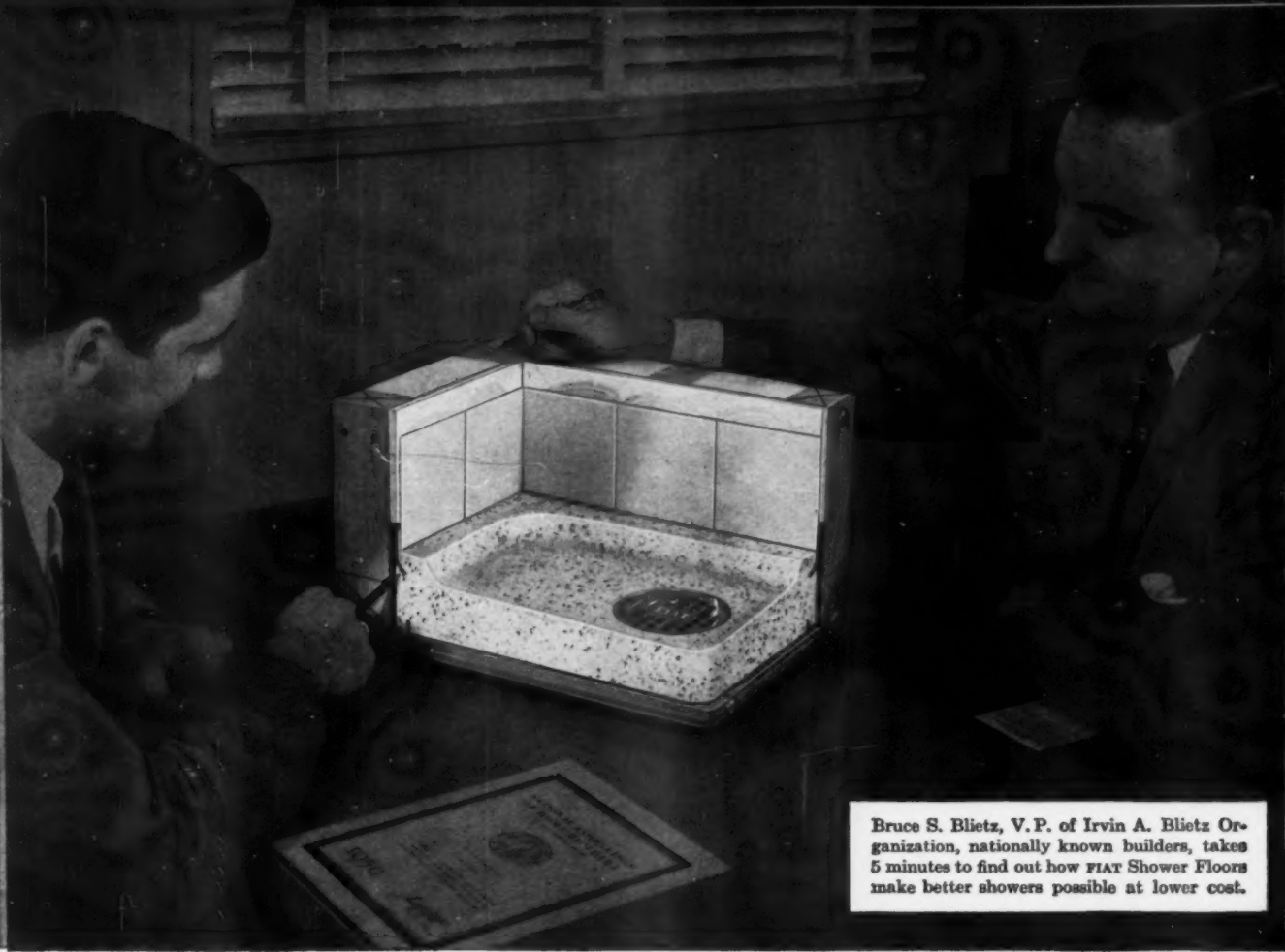
**Wolmanized®**  
**PRESSURE-TREATED LUMBER**

More and more architects and builders are confronted with the problems of limiting their ideas and scope in the use of wood, because structural damage due to termite attack has become a menace!

But the architects and builders "in the know" aren't being restricted in their planning. That's because they are using Wolmanized® pressure-treated lumber . . . the time-tested building material which not only eliminates the termite menace, but is protected against damage due to insects and decay.

You'll want to know more about clean, odorless, paintable Wolmanized lumber, plywood and glulam timbers and arches for all light and heavy construction . . . especially if you're using wood where termites, moisture, condensation or ground and masonry contact enter the building scene.





Bruce S. Blietz, V.P. of Irvin A. Blietz Organization, nationally known builders, takes 5 minutes to find out how FIAT Shower Floors make better showers possible at lower cost.

## Learn the *money-saving method* for better shower construction

The cross section sample being shown in the photograph above clearly and simply demonstrates why the FIAT PreCast method of shower floor construction is the answer to an age old building design problem. It takes but a few minutes to see how this one-piece floor has many, many advantages over old fashioned, built-on-the-job shower floor construction. It is immediately evident that this solid, monolithic unit does away forever with any problems of leakage. The cut-away view shows how the integral flange forms a watertight seal between the floor and shower wall material (whether tile, plaster, wallboard or structural glass). You can examine how the drain is cast permanently into the floor material and how the inclined floor and raised shoulders deflect water downwards toward the drain. You will appreciate the substantial savings of on-the-job labor and understand why the low installed cost of a PreCast FIAT Floor makes all other shower floor methods obsolete.



*See it Now!*

It's so much easier to see the advantages than to read about them. That's why we would like just five minutes of your time to show you this cross section sample. You can save real money and do a better job at the same time. Clip coupon to your letterhead and get full information. No obligation of course.



FIAT METAL MANUFACTURING CO.  
9311 Belmont Ave., Franklin Park, Ill.

- ☐ Please have representative contact me.  
☐ Send further information on PRECAST SHOWER FLOORS

Name

Company

Address

City  State

Type of Business

**FIAT**

**FIAT METAL MANUFACTURING CO.**

Since 1922... First in Showers / Packaged Showers • Doors • Floors  
Toilet Room Partitions

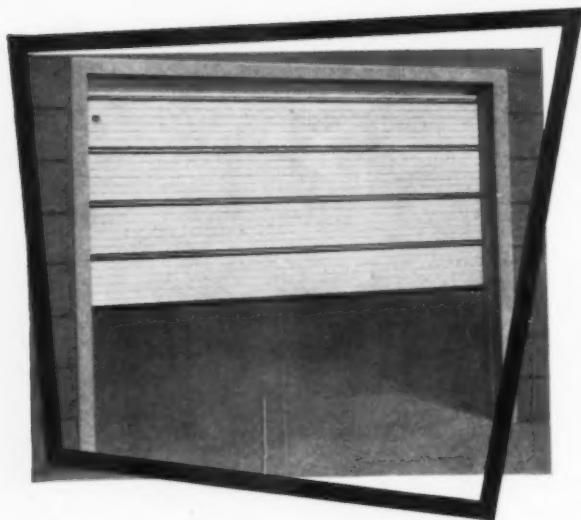
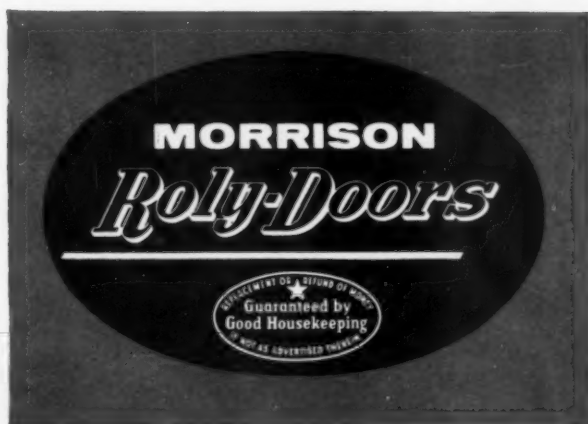
FOUR COMPLETE PLANTS: Long Island City 1, N. Y.; Franklin Park, Ill.; Los Angeles, Calif.; Orillia, Ontario



*Lifetime attractive appearance*

of 7-section steel Roly-Doors adds bonus value to any building—at the right price!

**OPEN and  
SHUT case for  
MORE home sales**



*Fingertip opening,  
closing from any position*

is just one sales-appealing feature of 7-section steel Roly-Doors.

**NOTHING PUTS MORE VALUE** and sales appeal into your homes—at such reasonable cost to you—as modern, clean-lined steel Roly-Doors! They blend perfectly with any style from ranch to split-level. Their precision steel construction means touch-and-go operation. They can't pinch fingers, rot, warp or sag. Radio-controlled operators for all models. Here's open-and-shut quality for any home you build—in a range of prices that leave you plenty of room for profits.

*Write today* for all details on Roly-Door Steel and Wood Sectional Overhead Doors in sizes for every residential, commercial and industrial installation—plus name of your nearest dealer-installer.



**ROLY-DOOR DIVISION**

**MORRISON STEEL PRODUCTS, INC., 644 Amherst St., Buffalo 7, N. Y.**

*Also manufacturers of Mor-Sun Heating and Air Conditioning and Morrison Service Bodies.*

# FAMILY-PROOF

a new concept in paneling  
from GEORGIA-PACIFIC



Designed for today's homes, today's living, new G-P Hardwood Paneling is now *protected* with a special synthetic finish.

Components in the new formula build in mar resistance, give the prefinished plywood a deep, rich luster that never needs waxing. Crayons, lipstick, hair tonic, ink, nail polish, even alcohol can't penetrate the tough new topcoat. It cleans with a damp cloth. And this practical paneling costs, retail, as little as 39¢ per square foot.

Installation is fast and easy with 4' x 8' panels for regular nailing or gluing. Clip-on\* panels make quick work of modernizing old walls.

V-grooves accent random-plank look in all nine handsome woods.

\*PAT. PENDING



## GEORGIA — PACIFIC

Plywood & Redwood • Lumber & Hardwood • Pulp & Paper

Choose from American Black Walnut, American Cherry, Honeytone Oak, Blond Oak, Flame Gum, Adirondack Birch, Greymist Ash, Blond Cativo, Philippine Mahogany.

GEORGIA-PACIFIC, Dept. AB558, Equitable Bldg., Portland, Oregon.  
Please send complete information on new G-P Family-Proof Paneling.

Name

Firm

Address

City  Zone  State

When they ask to see the Furnace... **SHOW THEM ONE  
THAT'S AN AIR-CONDITIONER, TOO...**

**SUN VALLEY\* by ARKLA-SERVEL**  
*(For All-Year® Gas Air-Conditioning)*


\*TRADEMARK PRODUCT OF ARKLA AIR CONDITIONING CORP., EVANSVILLE, IND. & SHREVEPORT, LA



**SHOW THEM** the most effective way to beat any heat spell. No more drafty fans . . . no more spot cooling in a couple of rooms. The Sun Valley\* by Arkla-Servel cools the entire house (every room of it) from a single compact unit. And provides complete and correct moisture control both Winter and Summer. Your prospects will like the peace and quiet of the Sun Valley\*, too! There's no noise because there are no moving parts in the cooling system.

**SHOW THEM** how easily the air conditioner can be turned into a furnace when blustery winter comes booming in. A simple dial setting—and presto!—the Sun Valley\* by Arkla-Servel is the most wonderful furnace! It circulates gentle warm air to every room of the house. And with Gas your prospects will never have to worry about late fuel deliveries—dependable Gas is piped right into their homes, a modern convenience only Gas can give.

AMERICAN GAS ASSOCIATION

**ONLY GAS**  **does so much more...for so much less!**



# The tougher the market the more you need **BRICK!**

... Smart home buyers, like smart home builders,  
understand the values in beautiful brick!



The surveys prove it. Buyers want brick  
2 to 1 over a second choice.

Today's selective home prospects want  
brick's freedom from maintenance,  
sturdy construction, rich texture  
and color, fire-safety,  
and all-season security.

So build with brick and include brick  
features—because the tougher the  
market the more you need brick!

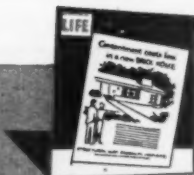
## SALES SUPPORT WHEN YOU BUILD WITH BRICK

Your prospects are reminded of brick's advantages by constant  
advertising in magazines like LIFE and HOUSE BEAUTIFUL.

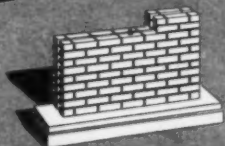
Get these free tie-in sales aids from your brick supplier.



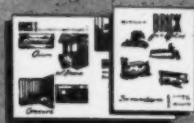
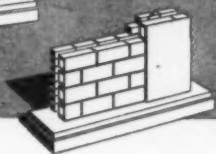
Metal Lawn Sign



Color Prints of Ads  
on Easels  
... for your counter  
and model homes



Miniature Demonstration  
Wall Sections



Colorful Giveaway Folders



Lapel Buttons



Book Matches

Your brick supplier will give  
you these FREE sales aids.

## Structural Clay Products Institute

1520 18th Street, N. W., Washington 6, D. C.

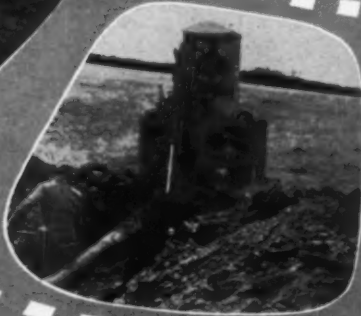


# WORK BULL

**ALL NEW!**



Power-matching of the Work Bull 202 and the Davis Loader-Backhoe eliminates need for bumper, provides greater reach, maneuverability, and "single-unit" efficiency. Built-in mounting assures easy installation, service.



Exclusive! With a Davis 210 Backhoe, the Work Bull 202 digs flush. Boom and mast assembly shifts from center to either side. 200° arc.

All-weather operation. Cab on Davis Backhoe gives excellent visibility . . . has no blind spots. Cabs also available for tractors.

Work Bull 303 with 500 Loader and Davis Backhoe. Provides highly versatile, heavy-duty rig with utility-type mobility.

Auburn Trencher on the Work Bull 202 will dig in more adverse conditions than any other trencher. It digs to 6' and various widths.

# and **DAVIS EQUIPMENT**

## **POWER-MATCHED**

**TO SAVE YOU MONEY ON DIGGING, TRENCHING, DOZING, BACKFILLING, AND MATERIAL HANDLING!**

Here is the most efficient and versatile line of light and medium industrial equipment ever made available from a single source — with a single responsibility for both sales and service.

New Work Bull and Davis Products have been designed and integrated to each other so they work together as a unit. Numerous other attachments have been "power-matched" to the Work Bulls to let you pick the power — then add whatever attachments you need to match your project. They are unsurpassed for increasing production on excavating, trenching, loading, leveling, and material handling jobs... while actually lowering operating costs.

The **Work Bull 202** has high-torque, 40 h. p. engine that delivers amazing lugging power at low speeds. Full-time power steering, dual-range multi-speed transmission plus many other features increase "on-the-job" efficiency.

Equipped with "matched" Davis Loader-Backhoe you get the most efficient, all-around rig in the utility class.

For larger operations, choose between the **Work Bull 303** with special "power-matched" **Model 500 Loader and Davis Backhoe**... or the **Work Bull 1001** Multi-purpose Tractor Loader which is convertible into 8 different machines.

The **Work Bull 303** and **1001** feature instant, no-stop reversing without shifting, power-steering, torque converter, direct-line thrust, 52 h. p. engine.

The **Davis Backhoe** is the only machine in the world that lets you dig flush alongside obstructions — as well as handle normal digging assignments. It features 10,000 pounds breakaway, exclusive seat that revolves with the boom so you always face your work... and many other features.

Ask for a demonstration of the new Work Bull and Davis equipment including the Work Bull Fork Lift for off-hard surface operations. See if you don't agree that it's the best investment you can make in equipment.

### **OTHER ALL-NEW POWER-MATCHED ATTACHMENTS FOR WORK BULL EQUIPMENT GIVE UNSURPASSED VERSATILITY**

Other power-matched equipment for Work Bull tractors include the famous Auburn Trencher, a pipe and cable layer, post hole digger, soil scoop, cordwood saw, telescoping wagon chassis, side-mounted mower, scarifier-scraper, and multi-purpose blade. In addition, numerous attachments are available for the Davis Loader, Work Bull 1001, and the Work Bull 500 Loader.

Ask for a Demonstration. Write for Name of Dealer and Fully Illustrated Booklet on the Complete Work Bull and Davis Line. Ask for Booklet G-4.



**MASSEY-FERGUSON INDUSTRIAL DIVISION**

**1009 SOUTH WEST ST. • WICHITA 13N, KANSAS**



Pipe and Cable Layer buries plastic pipe and electric cable up to 1½" diameter to a depth of 18½" at the rate of 2 to 3 mph.

Work Bull 1001 has instant reversing, 43° roll back, and direct-line thrust for "bull-doxer" digging action. Converts into eight different machines.

Work Bull 303 and the Massey-Ferguson Wagon team up to move equipment right on the job. Wagon is ideal for transporting welders, compressors, etc.

The Work Bull Fork Lift — has 10 different attachments — most efficient materials handling and maintenance unit for off-hard surfaces.

# GIBSON LEADING LONG ISLAND BUILDER

takes a beautiful approach to the kitchen  
with a **PREWAY** Built-In range!

Just having a built-in kitchen in a home is not enough today. In this competitive market an edge in beauty is a selling advantage. So it is that astute Fred Gibson is going built-in with PREWAY . . . and Gibson has well earned a reputation for good eyes, sharp ears and alert brains in the building business.

Gibson's decision is predicated on five good reasons:

PREWAY'S 1958 crisp line design is pre-eminent in style.

PREWAY'S oven and counter top units are great performers — there are no costly service problems.

PREWAY units are easy to install, save time and work.

PREWAY has national distribution and service.

PREWAY offers both gas and electric lines — one source, one responsibility for everything.

All this has made a lot of sense, too, to hundreds of other home builders from coast-to-coast, who are conscious of the value of showmanship in selling, workmanship in performance and cost figures in servicing. If you'd like to be better informed on this leading and most complete line of built-in appliances, you are urged to call or write for specification bulletins.

Flanking their sign in Loretta Park, Brentwood, Long Island, stands the building team of F. E. Gibson Builders, Inc. . . . young Bill Gibson II and his father-tutor, Frederick E., a building pro of nearly thirty years in the business.



SPECIAL  
1955  
ACHIEVEMENT AWARD  
TO  
**FREDERICK E. GIBSON**  
In appreciation and  
recognition of his years of  
leadership and continuing  
service to the housing  
construction industry on  
Long Island, N.Y.  
Presented by the  
LONG ISLAND HOME BUILDERS  
INSTITUTE INC.

A dedicated leader in home construction is Frederick E. Gibson, a past president of the Long Island Home Builders Institute, and a past director of N.A.H.B. His stature is accurately reflected in the words of this citation from the men who know him best, his fellow builders.



Inc. 8558 Second Street, North, Wisconsin Rapids, Wisconsin

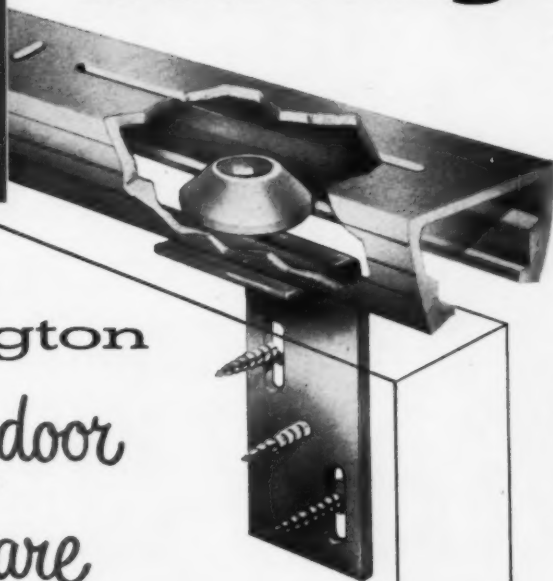
SINCE 1917 — Pioneer manufacturer of built-in appliances . . . refrigerator-freezer combinations, gas and electric ovens and surface units, ventilating range hoods.





**GEORGE SAYS...** "your folding doors  
**won't sag ever!"**

with  
**Washington**  
folding door  
hardware



**NO. 680  
COMPLETE  
PACKAGED  
SET**

Leading edge of  
door supported  
by nylon roller  
guides and track  
—no sag!

*Versatile*—Sets for 3, 4, 5, 6 and 8-foot openings easily  
fitted to non-standard sizes.

*Easy Installation*—All hardware assembled on doors  
before hanging—doors lift and tilt into position  
like sliding doors.

*Clear Threshold*—No slides, guides, stops or brackets  
anywhere on floor—can be used on slab floors.

*Smooth Action*—Nylon roller guide and support, plus  
sturdy pivots provide quiet, trouble-free operation.

*Positive Locking*—684 alignment guide and plastic  
friction catches keep doors firmly closed.



**BUILDERS:**

Ask about Washington's special price offer on a complete  
Hardware Package for your next model home.



**Washington**

**DISTINCTIVE BUILDING PRODUCTS**

For more information see your dealer or write:  
**WASHINGTON STEEL PRODUCTS, INC.**  
Dept. AB-2, Tacoma 2, Washington



Photographed at Rossmore—Southern California's smartest suburb near Long Beach

# CHOOSE FROM 15 CUSTOM PANELS FOR THE WESTINGHOUSE DELUXE BUILT-IN DISHWASHER—WITH THE **SHAPE ➤ OF TOMORROW** FOR THE HOMES YOU'RE BUILDING TODAY!

You can order the Westinghouse Built-in Dishwasher with any of 15 interchangeable front panels—5 Confection Colors, 7 natural woods, 2 metallic finishes *plus* prime-coated steel for on-the-job finishing. Only Westinghouse gives you the marvelous flexibility and salability that come from this wide front-panel selection.

The Westinghouse Dishwasher gives you plenty to demonstrate too. Show how it rolls out with fingertip ease, loads from the top with no stooping or bending, then tucks away out of sight leaving top work surface free.

Tell prospects about the exclusive Water Temperature Monitor which guarantees 140° hot wash and rinse water for spotless, sanitary clean dishes. This roomy servant holds a complete dinner service for ten. So tell your prospects, "You'll only turn this big dishwasher on once a day!" (Rough in dimensions: 24"W x 24½"D x 34½"H.)

Like all the new Westinghouse appliances, the Built-in Automatic Dishwasher has the clean, modern SHAPE OF TOMORROW design. It's the custom Westinghouse look that millions have been seeing in magazines and on television. Now you can display it in your homes.

You'll want to take advantage of the merchandising aids that are yours for the asking from your Westinghouse Distributor. Call him right away or write to the Westinghouse Electric Corp., Contract Sales Dept., Major Appliance Division, Mansfield, Ohio.

#### FRONT PANEL COLORS AND FINISHES:

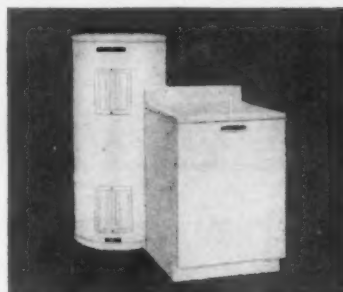
- Sugar White
- Frosting Pink
- Mint Aqua
- Lemon Yellow
- Nougat Gray
- Antique Copper
- Brushed Chrome
- Prime-coat Steel
- White Birch
- Birch
- White Pine
- Knotty Pine
- Oak
- Mahogany
- Walnut



**COMBINATION DISHWASHER-SINK** gives you both dishwasher and sink in one compact 48" unit with matching contour front panels. Unit is 36" high, 24½" deep. Also available without sink, drainboard and fittings for undercounter installation.



**NO MORE MESSY GARBAGE** with a Westinghouse Food Waste Disposer under the sink. Installs quickly and easily beneath sink drain. ¼ h.p. motor with built-in manual reset Thermoguard® overload protector. (7¼"W x 11 9/16"D x 14 13/32"H)

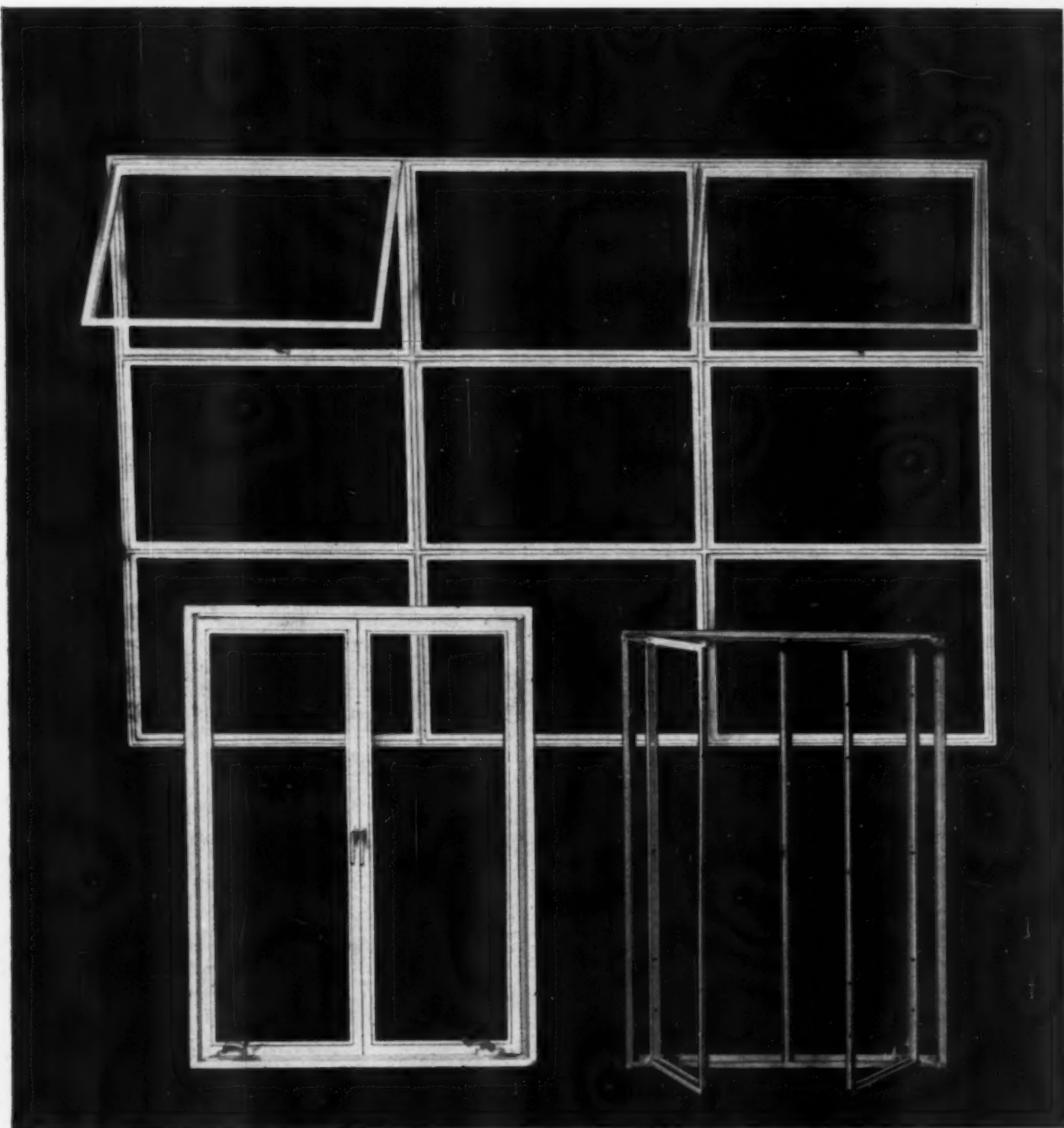


**HOT WATER KEEPS A-COMING** with a Westinghouse 40-gal. Quick-Recovery Water Heater. The Table Top model can be installed under counter. Quick-Recovery models deliver hot water six times faster than ordinary heaters. Standard wattage models also available in 20- to 80-gal. sizes.



YOU CAN BE **SURE**...IF IT'S

# Westinghouse



Let the Man From Fenestra Show You:  
NOTHING CHANGES A HOUSE  
LIKE WINDOW VARIATIONS

The simplest, most economical and *most effective* way to give houses with the same basic plan a different look is to vary window styles and sizes, from house to house! And, it accomplishes far more. It changes the appearance of the rooms within. Gives them the individual personality owners want.





Let the Man From Fenestra<sup>®</sup> show you how! He has at his command a *complete* range of window styles and sizes in aluminum or steel . . . sliders, casements, double-hung and awning types. He can help you plan the changes . . . work out option packages . . . schedule deliveries from stock. Phone him now, he's listed in the Yellow Pages. Or write to Fenestra Incorporated, Dept. AB-5, 2260 East Grand Boulevard, Detroit 11, Michigan.

MAY 1958

*Fenestra*  
INCORPORATED

YOUR SINGLE SOURCE OF SUPPLY FOR  
WINDOWS • DOORS • BUILDING PANELS • CURTAIN WALLS

# New building method with



The new insulation plaster base method is catching on fast in home as well as commercial construction. With this method, a fully insulated masonry structure can be built for about the same cost as an identical frame siding structure!

The principle of the new method is simple: A masonry wall is erected in the usual manner. Next, Styrofoam® is adhered to the wall with a layer of cement mortar. Plaster is then applied directly over the Styrofoam. The noninterconnecting cells on the surface of Styrofoam make an excellent base for plaster, but do not allow passage of moisture. The finished wall is strong, sound and well insulated.

The insulation plaster base method reduces labor and material costs because neither studs nor lath are needed. In many cases mortgage loan commitments have been increased substantially on homes in which this method is used. Specific cost figures derived from actual use are available on request.

On your next job specify Styrofoam, the original *lifetime* plastic foam insulation.

**Styrofoam® offers proved permanent insulating efficiency**—Permanent low thermal conductivity and unyielding resistance to water and water vapor team up to give Styrofoam lifetime insulating efficiency. Its lightness, new large sizes and rigidity permit remarkable ease of handling, cutting and applying. High compressive strength and resistance to attack by rot and mold help make up the unmatched combination of advantages that are exclusive with Styrofoam.

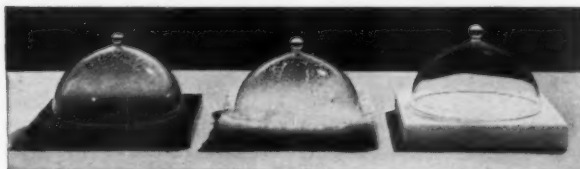
Styrofoam has been tested and proved by more than a decade of commercial use. A Michigan cold storage plant with a twelve-year-old installation has yet to spend its first maintenance dollar on Styrofoam! Thousands of similar installations in plants, warehouses, schools, churches and homes have proved that Styrofoam costs the least per year of service of any insulation.

# Styrofoam cuts costs ! . . .



**Easy to install.** Handsaws and other common tools readily cut a board of Styrofoam straight and clean. Or, Styrofoam can be scored with a jackknife and snapped off to any desired

size. Easy to lift and handle because it's lightweight, clean and nontoxic. Easy to apply to any masonry surface with Portland cement mortar or other recommended adhesives.



**Moisture doesn't penetrate.** In this moisture-absorption demonstration Styrofoam and two other commonly used insulations are being tested. Water is heated directly under the test samples. The vapor produced must pass *through* the test sample in order to reach the inside of the glass bell. Note that the glass over the test sample of Styrofoam is clear although the other two glasses are filled with condensation.

Even after hours of continuous testing, *there is no evidence of moisture penetrating the sample of Styrofoam!*

## WIDE RANGE OF SIZES

length (ft.)	3	8	9	note: Styrofoam is available in boards with any combination of these dimensions.
width (in.)	12	16	24	
thickness (in.)	1	1½	2	

Styrofoam is available in two types: Styrofoam 22 and Styrofoam 33 (self-extinguishing).

## WRITE TODAY FOR CONSTRUCTION DETAILS

File folder of several construction detail drawings show how to use Styrofoam. Write today on your letterhead for Construction Detail Folder 157-25, or see your Sweet's Catalog. THE DOW CHEMICAL COMPANY, Midland, Michigan, Plastics Sales Dept. 1929E.



\*STYROFOAM is a registered trademark of The Dow Chemical Company

YOU CAN DEPEND ON

**DOW**

# AMERICAN HOUSES'

1933-1958

25 YEARS OF LEADERSHIP  
IN A YOUTHFUL INDUSTRY...

SHARE OUR  
EXPERIENCE • REPUTATION  
QUALITY



American Houses pioneered in the production of a steel-frame house



Led the industry in wartime and post-war housing developments, military and civilian



American Houses was first to mass produce prefabricated garden apartments



Widest variety of custom-styled, individual and small development homes



# SILVER JUBILEE!

featuring the widely-heralded "Design-It-Yourself" System\*

You are invited to share the success of American Houses, Inc.—a success which numbers many firsts in prefabrication. Since its original exhibit at the World's Fair in 1933, American Houses was *first* to develop a steel frame house, *first* to produce garden apartments, churches and schools, *first* to offer a complete line of ranch, story-and-a-half, split-level and two-story homes, *first* to offer prefabricated components.

American Houses produced thousands of wartime housing units; led the industry in post-war military and defense housing; designed and produced more rental housing than all other prefabricators combined; led the way to the luxury market with houses costing up to \$65,000; was the *first* to provide flexibility in prefabricated construction and now—*first* with a "Design-It-Yourself" System—the biggest news since prefabrication itself. Join the builders who look to the leader. Write for full particulars.



Our latest first—the "Design-It-Yourself" System—offering flexibility of design that you must see to believe!



## American Houses, Inc.

America's Greatest Home Value

S. Aubrey & E. South Streets, Allentown, Pa.

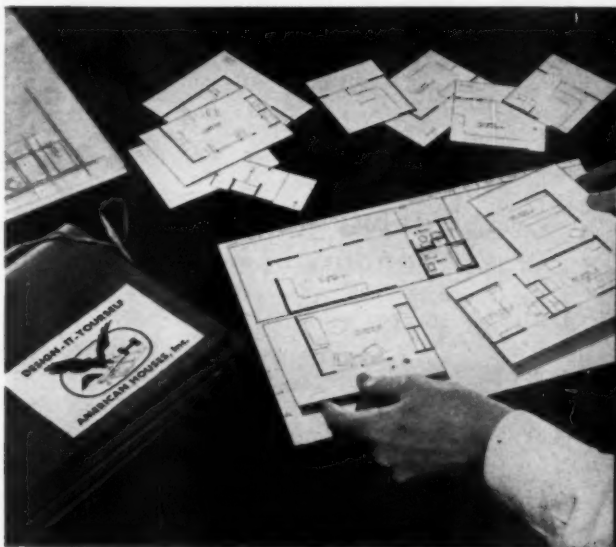
Plants: Allentown, Pa. • Lumberton, N.C. • Cookeville, Tenn.

\*American Houses, Inc. Trademark

**KEY BUILDERS** . . . builders of 50-100-200 or more houses a year . . . custom-contract and small development builders . . . all are enthusiastic about American Houses. Here's why:

1. Adaptability and variety to meet your design needs
2. Flexibility to meet your market
3. Personal promotion assistance
4. Listed sales aids
5. Professional sales service
6. Priced for your profit
7. On-site field service
8. Mortgage assistance
9. Exclusive "Design-It-Yourself" System
10. Quality materials—sound engineering

All of these advantages *plus* American Houses' *Quality Dependability, and Know-How*



As an American Houses' builder you receive the "Design-It-Yourself" Kit with which you can select and arrange a house in minutes.

### QUICK REPLY COUPON . . . ATTACH TO YOUR LETTERHEAD

AMERICAN HOUSES, INC.  
Dept. AB-558  
South Aubrey and East South Streets  
Allentown, Pa.

I am planning to erect \_\_\_\_\_ houses this year and want to know how I can benefit from your 25 years of experience, reputation and quality. Please send me booklet and complete details on "Design-It-Yourself".



Name \_\_\_\_\_

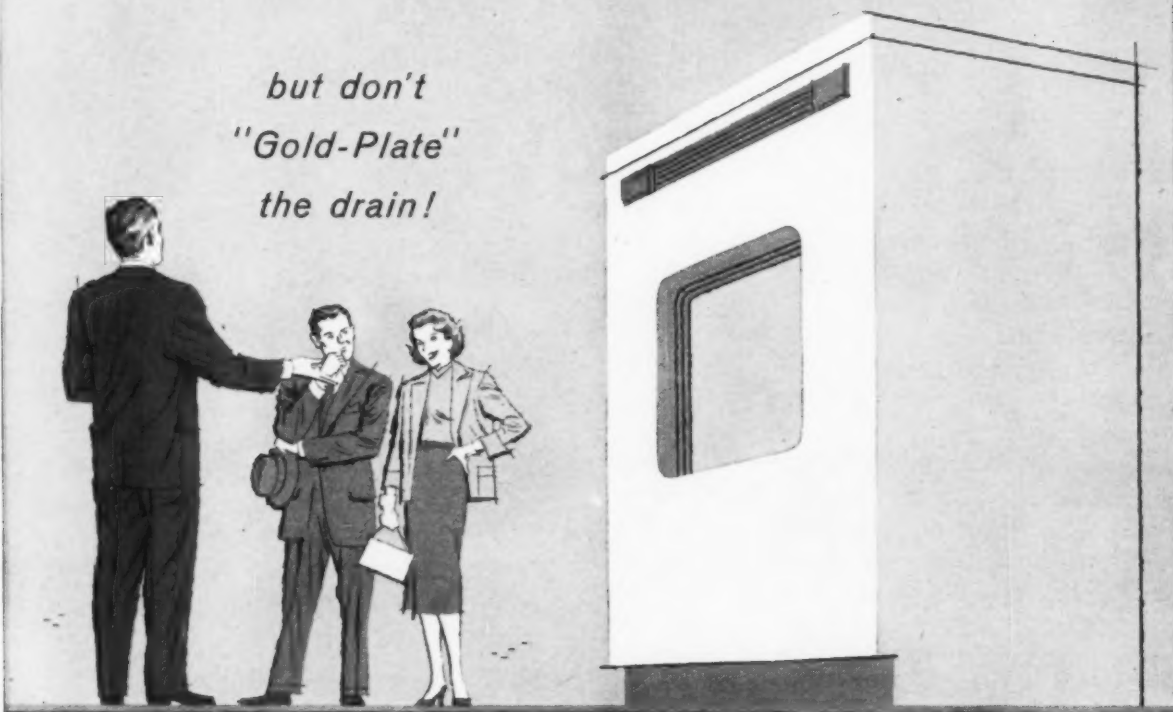
Company \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# PUT YOUR MONEY IN ADDED CONVENIENCE...

*but don't  
"Gold-Plate"  
the drain!*



**Specify Republic Steel Pipe for maximum economy in waste line service**

Everything else being equal, the house with a full complement of modern conveniences is a sure-fire seller with today's home buyer. The problem is how to add conveniences without being priced out of the market.

Part of the answer, at least, is a matter of choosing fully dependable, yet economical, building materials. This is why, for waste lines, your best choice is Republic Steel Pipe.

First, steel pipe is lower in initial cost than other pipe materials. Moreover, its price and availability remain relatively stable, eliminating costly work stoppages and job estimate variations.

Next, since one grade of steel pipe meets all requirements, inventory can be reduced. And there is no problem caused by installing the wrong grade.

In addition, Republic Steel Pipe provides excellent workability. This, plus the reputable plumber's steel pipe know-how, assures low-cost waste line systems.

Result: when you install Republic Steel Pipe waste lines, you gain valuable dollars to help pay for sales-building conveniences. For complete details, contact your Republic Pipe Distributor, or write Republic Steel Corporation, Department AB-5369, 1441 Republic Bldg., Cleveland 1, Ohio.

## REPUBLIC STEEL

*World's Widest Range of Standard Steels and Steel Products*

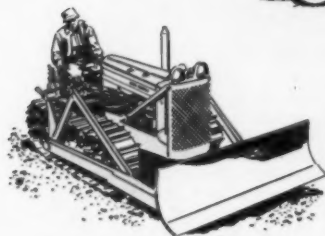


# You CAN Do Something About OPERATING COSTS.....

The new John Deere "440" Industrial Crawler is ruggedly built inside and out to handle more than its share of a rough day's work.

Bring Them Down to Earth with  
**JOHN DEERE Industrial Tractors and Equipment**

New "440" Wheel Tractor is a highly mobile unit that can make your power dollars go farther than you thought possible.



The long-popular "420" Crawler is a busy, capable and economical tractor that continues to merit the praises of efficiency-minded industrial users.

Many optional features, including built-in power steering on wheel models and a new clutch-type direction reverser on all models, add to the versatility of John Deere Industrial Tractors. Equipped here with trencher is the "420" Wheel Tractor.



No need to point out here that there is no room for waste in construction methods. You know that.

But did you know that there's one sure way of cutting that waste? That you can pick up new savings daily on those earth-moving jobs? And also on moving, loading, and hauling of sand and gravel and other construction materials?

Well, you can—by investing in John Deere Industrial Power and Equipment, starting your savings with the initial purchase price and continuing them with lower fuel, maintenance, and servicing costs.

Here is big-capacity power with built-in economy—four John Deere Tractors, both wheel and crawlers—especially engineered for industrial work of all types, and all available with a complete line of matched working equipment.

Learn about the John Deere way of bringing operating cost down to earth from your John Deere Industrial Dealer. Ask for a free demonstration.



*Completely Engineered for Industry*

For Further Information Write: JOHN DEERE INDUSTRIAL DIVISION • MOLINE, ILLINOIS

**YOU  
CAN  
SELL  
HOMES  
EASIER**



EQUIPPED WITH



**CONCEALED  
FOLD-ASIDE and  
\*U.S. Pat. Pend.  
ACCORDION door  
HARDWARE**

**BECAUSE**

FOLDING DOORS ENHANCE THE  
VALUE OF EVERY HOME AND WITH  
ACME CONCEALED HARDWARE CAN  
BE INSTALLED EASILY ANYWHERE  
IN THE HOUSE.

FREE



SPACE-SAVING DECORATIVE  
DETAILS FOR THE HOME.

**ACME APPLIANCE MANUFACTURING CO.**

ACME BUILDERS' HARDWARE DIVISION

200 East Railroad Avenue, Monrovia, California

OTHER ACME PRODUCTS FOR THE HOME—

SLIDING DOOR HARDWARE AND ACCESSORIES FOR BY-PASSING AND  
POCKET DOORS • CABINET HARDWARE, including Rotary Shelf Hard-  
ware, Drawer Slides, Lift-A-Shelf Hardware, Metal Food Drawers, Closet  
Rod Supports and Pin Hinges 1958 © Acme Appliance Manufacturing Co.

**Ask your  
heating  
man...**



to quote your next job using  
**ECONOMICAL**

**SONOCO  
SONOAIRDUCT®  
FIBRE DUCT**



for slab  
perimeter  
heating or  
combination  
heating and  
cooling  
systems!

Your heating man can show you how Sonoco Sonoairduct fibre duct can save you installation time, labor and money—without lowering the quality of construction. SONOAIRDUCT is lightweight, easy to handle and levels quickly. Meets and exceeds F.H.A. criteria and test requirements for products in this category. Aluminum foil lined. 23 sizes—2" to 36" I.D., up to 50' long. Can be sawed to exact lengths on the job. Free installation manual available. See our catalog in Sweet's.

Ask your heating man... or write for  
complete information and prices!

**SONOCO**

Construction Products

**SONOCO PRODUCTS COMPANY**

1567

- HARTSVILLE, S. C.
- LA PUENTE, CALIF.
- MONTCLAIR, N. J.
- AKRON, INDIANA
- LONGVIEW, TEXAS
- ATLANTA, GA.
- BRANTFORD, ONT.
- MEXICO, D.F.



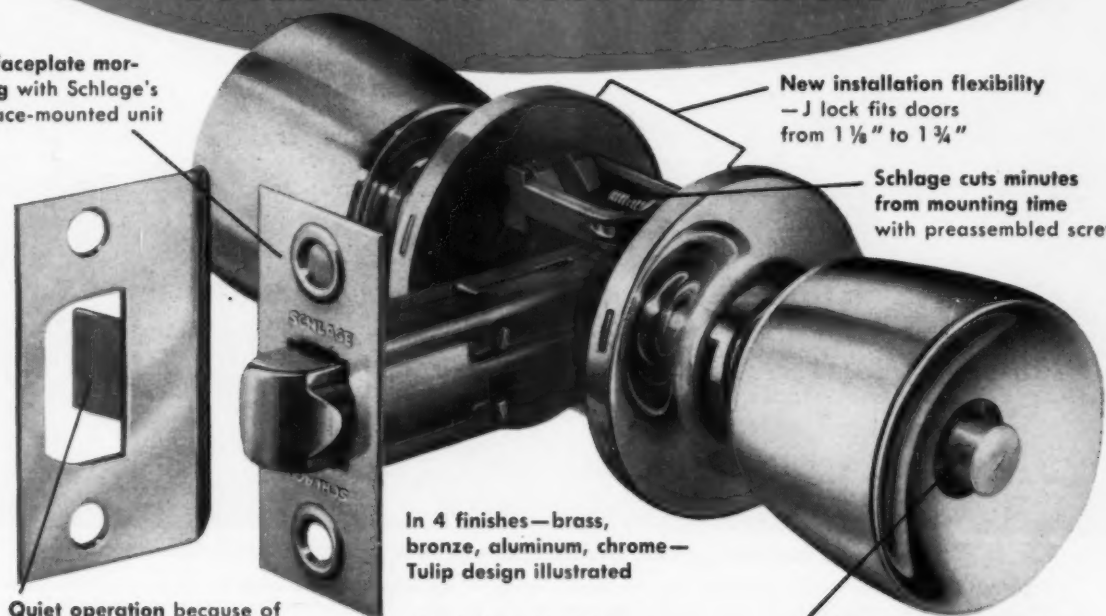
# The new low-cost lock by **SCHLAGE**

TO THE TIME-PROVEN  
STANDARD **A** SERIES, SCHLAGE ADDS  
THE **J** SERIES LOCK FOR USE ON INTERIOR  
DOORS IN LOW-COST RESIDENCES

No faceplate mortising with Schlage's surface-mounted unit

New installation flexibility  
— J lock fits doors from 1 1/8" to 1 3/4"

Schlage cuts minutes from mounting time with preassembled screws



Quiet operation because of Schlage's anti-rattle adjustable strike tongue

In 4 finishes—brass, bronze, aluminum, chrome—Tulip design illustrated

All-steel construction means longer life

Schlage push-button makes lock panic-proof, lockout-proof

*For exterior doors* —The standard A series residential lock. Tulip and Plymouth designs of the A series are matched by similar designs in the J lock.

AMERICA'S MOST DISTINGUISHED LOCK BRAND

For information contact your jobber or Schlage representative, or write Dept. BB-5, P. O. Box 3324, San Francisco, 19. Schlage Lock Company... San Francisco... New York... Vancouver, B. C.

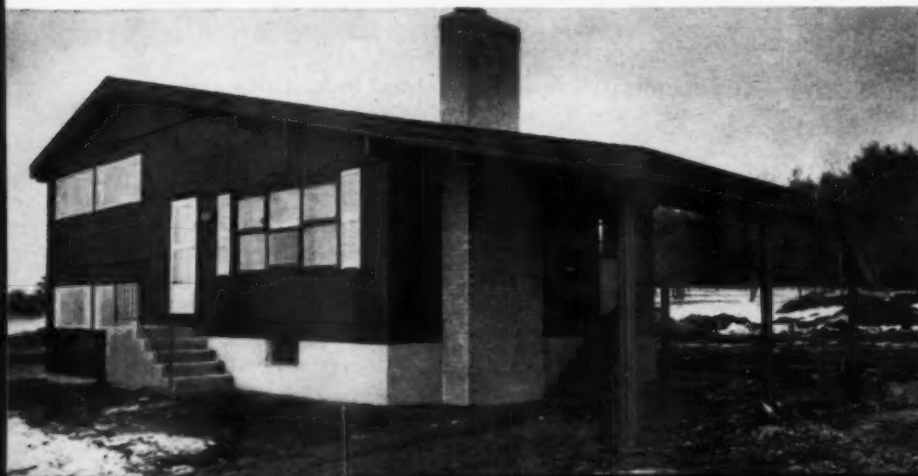




**Sold at \$18,900... with Insulite Roof Deck and Insulite Primed Siding**

Tri-level design, with 4 bedrooms, living room, dining room, kitchen, basement and 2 full baths. Roof and ceiling construction with 3" Insulite Roof Deck, on fir beams, extended over carport.

Sidewalls have 3 courses of Insulite vertical grooved Primed Siding, joined by wood strip with standard window flashing and molding trim. Joint system was devised by James Cummins.



## "Quick sales like this keep us buying more Insulite," says Massachusetts builder

While the last few pieces of Insulite Primed Siding were still being applied to the home shown at left, and inside work was just beginning, the home was sold to a delighted buyer. "Frankly," said builder Arthur Tetreault, president of Sunnyside, Inc., West Acton, Mass., "when a home sells that fast, we know that Primed Siding and Insulite Roof Deck have to get a lot of the credit."

With its open beam ceiling, roomy carport, fireplace and many other fine features, the house is an excellent value at \$18,900. And here, any buyer can see the extras he gets in these two great Insulite products.

As big, rugged Roof Deck panels are fitted into place on the prefinished beams, 4 big jobs are completed at once. This is decking . . . insulation . . . vapor barrier . . . and finished painted ceiling . . . *all in one*. Instantly, the high, handsome open beam ceiling makes the home look large and luxurious.

For this exterior, the builders chose vertical grooved 4' x 8' panels of Insulite Primed Siding. In this style, or in 12" horizontal boards, Primed Siding offers flawless beauty, high-speed application, and the saving of one coat of paint. Want special information? Write us—Insulite, Minneapolis 2, Minnesota.



Vice President James Cummins, construction boss for Sunnyside, Inc., cuts Primed Siding with power saw, in foreground. Primed Siding work goes so fast, says Cummins, he can close in a ranch-style home in one day.

"Early sales mean extra profits," says Art Tetreault, left, to Insulite man Bob Wood, "and this sale was made before the partitions were up." Present project, planned for 162 homes, is 25 miles west of Boston.

*build better, save labor, with*

# **INSULITE®**

***Roof Deck • Sheathing • Primed Siding***



Insulite Division, Minnesota and Ontario Paper Company, Minneapolis, Minnesota



**WHEN YOU PUT OUT THAT "FOR  
NOT A BUILDER ANY**

---

\* Branded — promoted — proven products  
for your quality-conscious prospects:

**Bird King-Tab Architect Shingles**

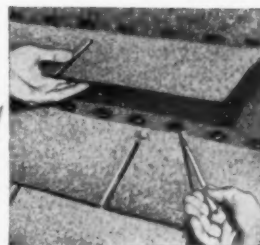
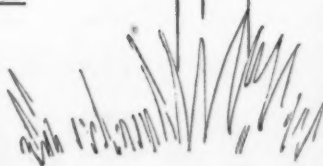
**Bird Wind Seal Shingles**

**Bird Master-Bilt Shingles**

**Bird Ranch Roof**

**Bird Insulating Siding**

**Specialty Roofings of all kinds**





# **SALE" SIGN YOU'RE MORE, YOU'RE A retailer!**

Take a walk through any retail store, and you'll see how retailers sell. The right price, sure. But more important, *they sell "brands."*

Retailers sell brands because they've found that *well-known brands outsell unknowns in every case.*

That's why manufacturers spend good money to build brand names with national advertising.

How does a prospective buyer know your house is any good? He's no expert.

Maybe the house looks great . . . fresh paint and all. Maybe you say it's well-built. But you've got an axe to grind, and the prospect may not believe you.

All Americans shop by brands. We're trained that way

from the cradle. And the prospective buyer of your house is no different.

If you want to sell houses faster and with less effort, use well-known brands in construction, and then feature those brands in your selling effort later. Tag your brand materials . . . floors, walls, kitchens, plumbing, heating, roofing, and the like. Mention your brands in your ads. List them in your outdoor signs.

Well-known brands give prospects the confidence they must have if they're going to buy.

*One such brand is BIRD . . . a quality line of roofings you can be proud to include on your house . . . and more than that, a well-known name to your prospects through constant color ads in The Saturday Evening Post and on the Dave Garroway & Jack Paar Television Shows.*

---

**SALES TIP:** One believable selling point is often worth a thousand arguments. Many builders are using Bird Wind Seal Shingles as the prime example of built-in quality even in the hidden parts of their home. They show their prospects the spots of cement and the thick butt construction on Bird Wind Seals and explain why this roof will take high winds. These builders say, "we've cut no corners anywhere." And the prospects believe and buy.





## LONG-BELL OAK FLOORING

*Obviously the Finest!*

Perfect fit just comes naturally with precision machined Long-Bell Oak Flooring. Edges and ends of each strip meet the most exacting standards of hairline precision. Saves time, labor and money.

Timeless beauty in the classic tradition is the natural result of plans specifying Long-Bell Oak Flooring. Thousands of discriminating home buyers prefer this flooring above any other type.

Sales figures of Long-Bell Oak Flooring dealers reflect this overwhelming preference. Too, the widespread

popularity of Long-Bell Oak Flooring assures builders of economical installation and quick finishing.

The peerless quality of Long-Bell Oak Flooring has made it America's first choice in residential construction . . . an enviable reputation.

Oak Flooring Plants—  
DeRidder, La.                      Quitman, Miss.

INTERNATIONAL PAPER COMPANY  
**Long-Bell**  
DIVISION

Kansas City, Mo.                      Longview, Wash.

MEMBER OF NATIONAL OAK FLOORING MANUFACTURERS ASSOCIATION

# NEW!

*and packed with profits!*



**the virden**  
*Sunshine® Ceiling*

V-8046. Complete packaged ceiling \$73.25 list.  
Slightly higher west of the Rockies.

**A 4' x 6' "Packaged" Unit for Bathrooms, Kitchens  
For New Homes...Old Homes...Modernization**

The new Virden Sunshine Ceiling.\* A complete packaged unit that installs quickly and easily to any ceiling surface. Electrical channel system fastens to ceiling — satin white suspended grid holds plastic diffusers (8½" drop). Uses six 100W incandescent lamps to flood the room with even, glare-free "sunshine". A sure-fire sales clincher in new homes. A terrific plus-profit maker for use in existing homes or on modernization jobs.

Luminous ceilings promise to be the next big development in home lighting. Virden brings it to you now in a complete easy-to-install

package. Plan now to use it in your next job, new or old. See the model now on display at your Virden distributor, or write John C. Virden Co., Dept. AB, 6103 Longfellow Ave., Cleveland 3, Ohio.



## **virden**

Member American Home Lighting Institute

\* Patent No. 2,659,807

Installed in Lake Isle Estates "Show House" near Scarsdale, N. Y.  
Architect—Samuel Paul, A.I.A. Builder—Allan V. Rose



Chosen for America's Finest Homes!

# BERMICO®

The modern pipe for modern living.



In hundreds of today's smartest home developments all over the country, installation of Bermico pipe has solved house-to-sewer or house-to-septic-tank connections for keeps.

Economical, too! Fact is, you simply can't find a more efficient pipe for sewage disposal that costs so little installed.

This tough cellulose fibre pipe is impregnated through and through with coal tar pitch, making it waterproof and durable.

Bermico is light in weight and comes in convenient 8-foot lengths... fast and easy to lay. A few hammer taps seal joints tight, assure lasting protection against root penetration. It is unaffected by acids and alkalies usually found in the soil and won't crack under soil settlement.

For years of dependable, trouble-free service use or specify *Bermico® Sewer Pipe* for house-to-septic-tank and sewer connections, storm drains, downspout run-offs—*Bermiseptic® Perforated Pipe* for septic tank disposal beds—and *Bermidrain®* for foundation drainage.

Send for free copies of our new 50¢ booklets for home owners—"How and Where to Install a Septic Tank System" and "What Every Homeowner Should Know About Foundation Drainage." Address Dept. HB5, our Boston office.

## BROWN COMPANY

150 Causeway St., Boston 14, Mass.  
Mills: Berlin, N. H. and Corvallis, Ore.





*Open the house*

**... CLOSE THE SALE!**

● Give your homes the instant appeal that spells more sales . . . the extra light, the sense of space, the open way to indoor-outdoor living. You'll see how Capitol helps you do just that . . . in the pages that follow . . .

*Open up*

**TO THE OUT-OF-DOORS**

with rolling glass doors, prime windows and window walls by Capitol. Smart styling, smooth operation... will appeal to your buyers. Sound engineering, quality construction, ease of installation... will save you time and trouble on the job.



*Look beneath the surface . . . . .*

**The Capitol  
CONTINENTAL DOOR**

FOR ONE INCH DOUBLE INSULATING GLASS

**NYLON GUIDES** prevent metal-to-metal contact, keep door in proper alignment, provide smooth and silent operation.

**WEATHERSTRIPPING** of Schlegel wool pile is fixed in header and at bottom of door (the two friction points) for thoroughly weathertight seal. Double vinyl weatherstripping is used at meeting rails.

**VINYL GLAZING CHANNELS** cushion the glass, prevent rattles, insure a weathertight seal.

**ADJUSTABLE BALL BEARING ROLLERS** have nylon "tires" for smooth, silent operation. Screwdriver adjustment corrects such misfits as might develop due to settling of foundation.

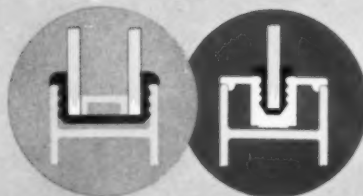
**LOW, CLEAN, NON-TRIP SILL** has removable track. Vinyl weatherstripping seals fixed panel at the sill. Schlegel weatherstripping at bottom of movable panel keeps out air and water.



**INSIDE AND OUTSIDE  
LOCK AND LATCH**

an exclusive Capitol design

With lever in up position, door latches automatically on closing, can be opened from outside only by key. With lever down, door closes but does not latch. Cylinder lock and keys are standard equipment.



**ADAPTOR FOR  
SINGLE GLASS**

may be inserted in the frame of the Continental door to accommodate plate or crystal glass.

Capitol makes the "Suburbanite" rolling door for plate or crystal glass



... at these Capitol features!

## The Capitol PRIME SLIDING WINDOW

... *positive air-tight, weather-tight seal*

The new Capitol aluminum prime slider employs a compressive vinyl seal and a new design of the meeting rails that is so efficient that wind and wind-driven water at hurricane force cannot get through!\*

This is widely considered to be the finest prime sliding window on the market today.

\*Results of tests at the University of Miami and the Pittsburgh Testing Laboratory will be sent you on request.



**RIGID FRAME . . . EASY OPERATION**  
... **NOT A RATTLE** • Heavy aluminum extrusions are welded into a rigid frame, reinforced by a fixed center bar. Design plus perfectly mitered corners makes sagging or warping impossible. Sliding sections have nylon guides, move freely at the touch of a finger.

**PATENTED FINGER-TIP AUTOMATIC LOCK** • Finest . . . and simplest window lock made. It opens at the touch of a finger, automatically locks when window is closed. And it's fool-proof.

**EASY INSTALLATION** • Simplicity of design plus easy-to-follow instructions make proper installation quick and easy.

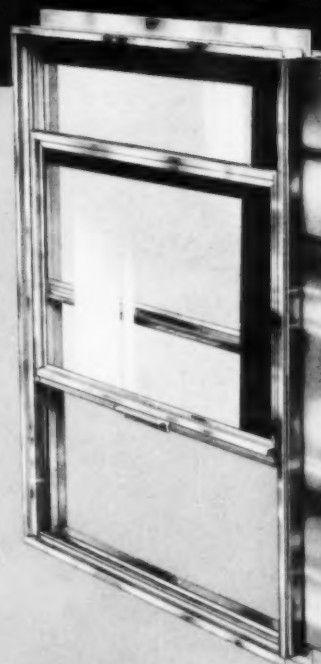
## The new Capitol SINGLE HUNG WINDOW

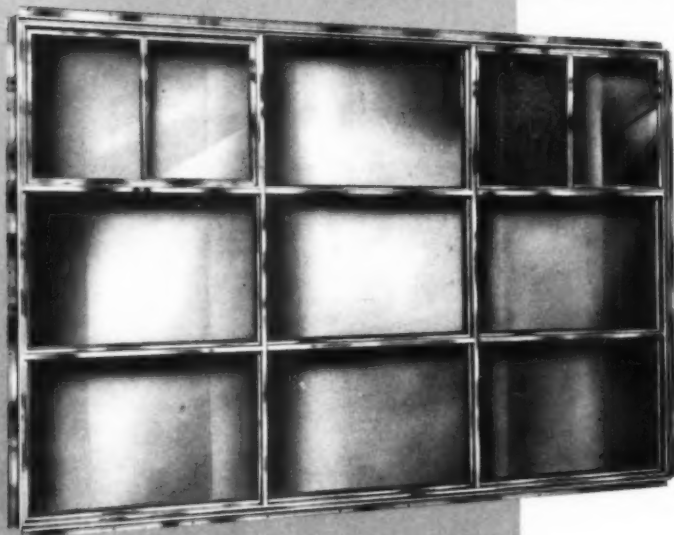
Extruded aluminum frame provides maximum glass area, has no exposed fastenings, is completely weathersealed. A fixed interlocking cross-rail reinforces the frame, holds members securely together. This eliminates racking during installation, helps prevent bowing if house settles.

Nylon glides ease lifting. Aluminum spiral balances are easily adjusted. Fixed panel can be reglazed without removal from the frame. Screens are simply attached from inside without hardware.

**THE EXCLUSIVE SPRING LATCH\***  
automatically releases when window is raised, locks securely on closing. Simple . . . and fool-proof.

\*Patent Pending





Excellent Capitol design, perfect machining, careful assembly and factory checking—all assure you of the highest quality building products of aluminum...from America's largest manufacturer of aluminum doors.

Keep in mind that you can get your combination storm doors and windows from Capitol, too.

## Capitol WINDOW WALLS

Strong, rigid construction, flexibility in planning and use...these are the outstanding features of the new window wall by Capitol.

The entire surround is of the same design to allow adding of sections without use of additional materials. Horizontal and vertical mullion bars are interchangeable. Vertical sections are one-piece extrusions and horizontal sections attached to them may be placed in any position desired. Frame, all of heavy hollow extrusions, will not flex or rack out of shape in installation.

Complete unit is handsome in appearance, strong and rigid in construction, economically priced.



ROLLING GLASS DOORS • PRIME WINDOWS • WINDOW WALLS  
COMBINATION STORM DOORS, WINDOWS, SCREENS • JALOUSIES • EXTRUSIONS



# Capitol

CAPITOL... A SINGLE SOURCE,  
SINGULAR SERVICE FOR ALL  
YOUR ALUMINUM DOORS AND  
WINDOWS

### CAPITOL PRODUCTS CORPORATION Mechanicsburg, Pa.

Please send me complete information at once on

- ☐ Capitol Rolling Glass Doors
- ☐ Capitol Prime Sliding Windows
- ☐ Capitol Single Hung Windows
- ☐ Capitol Window Walls

NAME \_\_\_\_\_

COMPANY \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_

TELEPHONE \_\_\_\_\_





Extra luster and added quality are readily apparent in any home with hardware of Alcoa Aluminum. Styles are smart and modern. Prices are competitive, and installation is simple. Real value is added to the homes you sell.

Extra value, too, because corrosion-resistant aluminum never needs tedious cleaning or polishing. Ugly staining, peeling and blistering are eliminated forever . . . and aluminum hardware lasts longer, even with hard usage.

## Install aluminum hardware...sell *Care-free* living

When you install hardware of Alcoa® Aluminum, you add a distinctive, modern appearance to your homes. Your prospects will be impressed when they learn that aluminum house numerals, handrails and mailboxes never need painting . . . that lock sets, hinges and latches will operate smoothly with permanent protection against staining and tarnishing. Wherever aluminum is used in hardware, it spells lasting freedom from polishing and painting chores. It holds the bright promise of Care-free living. Aluminum hardware can be the extra touch that will clinch the sale for you.

Like all 18 building products of Alcoa Aluminum, the best hardware bears this Alcoa Care-free tag—a mark of quality extensively advertised and widely known to a whole nation of homeowners. Look for the Alcoa Care-free tag on the aluminum hardware you install. Aluminum Company of America, 1965-E Alcoa Building, Pittsburgh 19, Pennsylvania.



**"ALCOA THEATRE"**  
Exciting Adventure  
Alternate Monday Evenings



# 32-minute installation — with new

In actual tests, The Eagles Company, Louisville builders, installed a G-E built-in oven and cooktop in less than 32 minutes. Reason: New G-E Built-in Ranges come from factory ready to install.



**One-piece oven** with one-piece front slides into 27-inch cabinet or wall opening. No knobs or trim to remove or replace . . . no assembly necessary. Comes from factory ready to install.



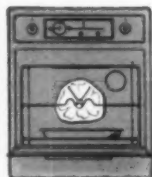
**One-piece drop-in cooktop** has built-in pushbutton controls . . . is easy to install. Drops into 29 13/16" x 20 7/16" opening . . . fits flush into countertop with accompanying sink-rim flange trim.



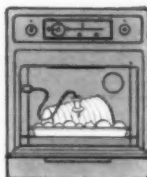
**Tighten six thumb screws** . . . connect one conduit . . . the job is done in minutes! Built-in oven and drop-in cooktop have been completely installed in as little as 32 minutes from cartons to finished job.

## ★ Plenty of features to talk about, too!

**Electric Rotisserie** in Custom and Deluxe models barbecues 12-pound roast. Plugs right into outlet in oven; separate pan catches drippings.



**Electric Meat Thermometer** . . . Standard equipment in Custom model . . . has easy-to-read dial; stainless steel meat probe plugs right into oven outlet.



**Picture-window oven door** in Custom model. Pushbutton - controlled floodlight illuminates interior. Available in satin chrome, 5 colors.



### *All models feature:*

- Automatic Oven Timer and Minute-Minder
- Eye-level Control Panel
- Fully enclosed Calrod® bake and broil units
- Focused-heat Calrod broil unit
- Automatic Floodlight
- Built-in Oven Vents
- Starlight Grey porcelain interior
- Giant-size 21" oven with wide-opening platform door
- All-in-one standard size for easy installation
- Available in Mix-or-Match colors (yellow, pink, turquoise, brown, white or satin chrome)

### *No service headaches.*

All built-ins carry the General Electric warranty backed by G-E service. Your General Electric dealer or distributor will explain a sales and service program designed for builders and kitchen modernization contractors.

### COLORFUL FOLDER

gives you dimensions, complete installation directions. Send 10¢ for publication 3-147B. Address Range Dept., Bldg. 2, General Electric Company, Louisville 1, Kentucky.

GENERAL  ELECTRIC

# General Electric Built-in Range!

★ New! Rotisserie, meat thermometer, picture-window oven!



This unusual and extra-convenient kitchen features General Electric's custom oven and the new drop-in cooktop with up-front pushbuttons. The pushbutton controls are right on

the cooktop. They need no separate installation. Just one simple conduit to attach! Like all General Electric cooktops (and ovens), it has fast-heating, dependable Calrod units.



**Master oven** available in 5 decorator colors or satin chrome. Same roomy 21-inch width as Custom and Deluxe ovens. Features Automatic Oven Timer and Minute-Minder; fully enclosed Calrod heating units; economy price.



**Deluxe oven** available in five decorator colors or satin chrome. Features sturdy electric Rotisserie, simplified Automatic Oven Timer and Minute-Minder, Eye-level Control Panel. True deluxe beauty at a common-sense price.



**G-E remote control cooktops** let you install pushbuttons in base cabinet, in the wall—anywhere that's convenient. 2-unit and 4-unit sizes. Both 4-unit cooktops in 5 colors and satin chrome. 2-unit cooktops in stainless steel.

# New Crystalline Glazes and Scored Tile \*

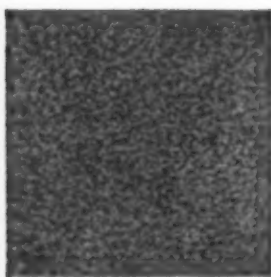


Interesting combination of Scored Tile and plain Crystalline Glaze in one color. Floor: 325 Crystal Green, Pattern SP-102. Wall: 14 Spring Green. (Plate No. 72)



Nine in One! What appears as 9 small tiles is actually one 4 1/4" Scored Tile. Floor: SD-1s in 350 Crystal Gray and 335 Crystal Pink. Wall: 28 Pearl Gray. (Plate No. 73)

## For distinctive new floor treatments



Full size reproduction of texture of Crystalline Glaze.

If you're on the look-out for something *really new* in floors, then this is for you!

American-Olean Scored Tiles, in the richly lustrous new Crystalline Glazes, are ideal for floors in homes. They bring you new colors, new textures and hundreds of new patterns.

American-Olean Scored Tile is a completely new product which opens up many new design possibilities. They combine the flexibility of small unit design with the economy and easy installation of larger self-spacing units. The 13 new Crystalline colors are keyed to harmonize with the fifty American-Olean bright and matte glaze wall tile colors, to make many pleasing new floor and wall combinations.

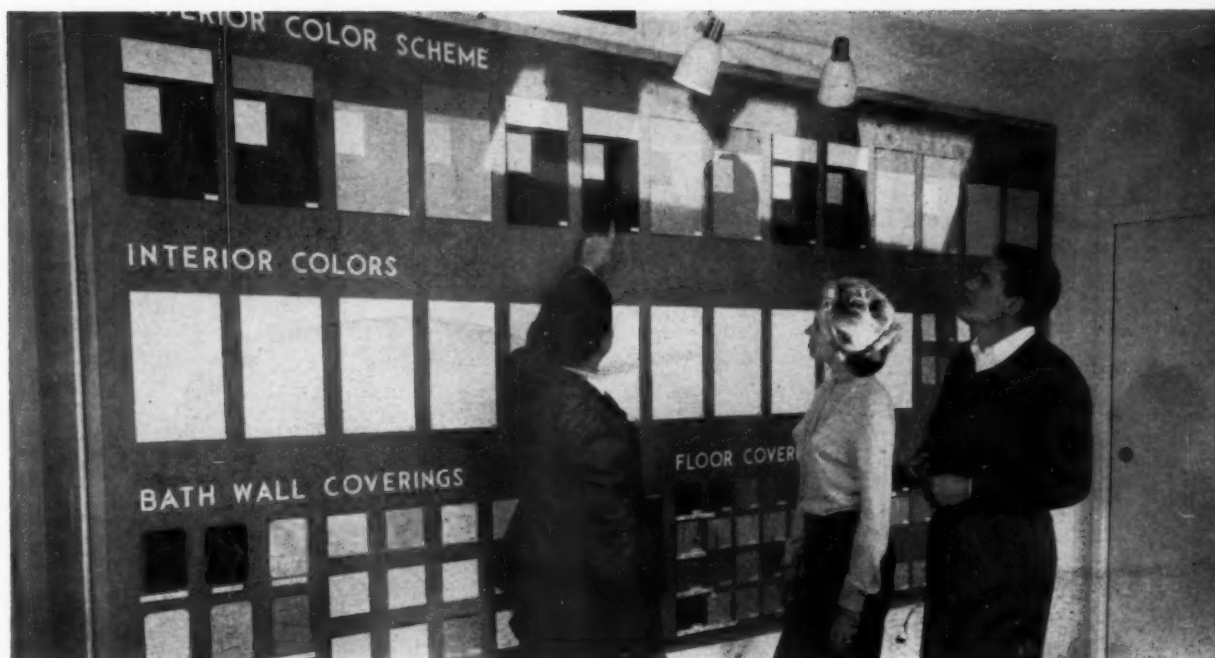
*American-Olean's full color Booklet 1001 gives complete information on Crystalline Glazes and Scored Tile. Write for your copy.*

\*PATENT APPLIED FOR

CERAMIC TILE  
**American  
Olean**

AMERICAN-OLEAN TILE COMPANY, INC. • EXECUTIVE OFFICES: 1311 CANNON AVE., LANSDALE, PA. • MEMBER: TILE COUNCIL OF AMERICA • PRODUCERS' COUNCIL





At Fischer and Fichtel, St. Louis

# Ideas sell houses

**Here's an up-to-the-minute report  
on 30 merchandising ideas that are  
SELLING HOUSES RIGHT NOW**

## **They break down under the following headings:**

### ● **How to attract more customers**

- Sell the home idea before you sell the house (Cleveland, Knoxville) . . .Page 74
- Sell the *woman* of the house via radio and TV (Rapid City, Youngstown) . . 76
- Things one builder can do (Pittsburgh, Washington, Syracuse, Albany) . . . 78
- How to work as a group (Dallas) . . . . . 79
- Tempt them with trade-ins (Traverse City) . . . . . 80

### ● **How to make the sale**

- He sells 30 at a time (Chicago) . . . . . 81
- Show them why they're getting their money's worth (Hicksville) . . . . . 83
- Sell the *man* of the house on your "hidden values" (Wauconda) . . . . . 84

### ● **How to keep them sold**

- How to get your buyers to sell for you (St. Paul, Milwaukee, Houston) . . . . 86



IDEAS SELL HOUSES

Tell your story . . .

### How to attract more customers

## Sell the home idea before

### 1 How they do it in Cleveland:

Get 'em talking about your houses right in their own homes. That's the idea behind a televised "School for Home Buyers" run by the HBA of Greater Cleveland. The first of its kind, the school debuted last October, has since been successfully copied by several other associations (see opposite).

The school is part of the half-hour *Alice Weston Program* on WJW-TV every Wednesday afternoon. "Teachers" are experts in financing, construction, design, etc., but there are no commercials and no "how to do it" spiels. Instead, emphasis is on what makes (a) a good house and (b) a good builder.

Early this year the TV station shot a series of films showing actual job-site construction. The mobile unit went on location to such Cleveland-area builders as Maurice J. Fishman of Creative Homes, Inc. (to show waterproofing, slab construction, framing—see illustration, right). These brief individual films are followed each week by discussion between the builder concerned and Miss Weston. Miss Weston discusses hidden values and other building information for viewers.

The volume of unsolicited letters, asking for

more information, indicates even greater public interest than was expected. So says the association's executive vice president, Jim Leibrock (shown above with Miss Weston).

Biggest anticipated benefit, according to Leibrock: "Buyers will have more confidence in members bearing the Greater Cleveland HBA seal."



**MOVIES** taken at Creative Homes Inc. site show how a sound house is built. Here TV school moderator Alice Weston, builder Maurice Fishman direct photographer.



... to hundreds at once

## you sell the house

### 2 How they do it in Knoxville:

Knoxville builders have gone a step further in talking up home ownership: they've added the prestige of university backing. To get prospects into the home-buying act they worked out a college-level course and last January the University of Tennessee began the first 13-week telecourse. Now, every Friday morning, Knoxville builders can reach up to 150,000 homes in the surrounding 19 counties via WBIR-TV. And, in addition to their own experts, they can call on faculty members.

Like the Cleveland course (opposite page), the 30-minute Knoxville series costs the association nothing. The TV station donates its time as a public service, as does the university staff.

Association and university join in promoting the school—the association through newspaper advertising, the university through direct mail. On each program the school offers a "Home Buyers Packet" containing publications issued by the NAHB (e.g., "So You Want to Build It Yourself"; "Your New Home and How to Finance It"). To date 300 viewers have sent in a \$1 bill for the packet—perhaps their first investment in the new homes Knoxville builders will sell them someday.

### Talking up home ownership

**3** In Cincinnati the local HBA got the board of education to back its weekly Home Buyers School. Some 300-400 actually attend the Tuesday evening classes, which are also telecast over WCET-TV.

**4** A St. Louis University economics professor conducts the Tuesday night series on home ownership over KETC in the Mound City.

**5** In Massapequa, N.Y., builders Manny Rosenberg and Marvin Gerla hold "Sunday" school for home buyers right in one of the model houses at their newest development. Following each monthly session, prospects get a question-and-answer period.

How to attract more customers

Sell the woman  
of the house  
by EAR —  
via radio



**6** These letters from listeners

Get her to design the home she wants and she's half sold. That's what one Rapid City, S.D. builder found, judging from the number of houses he's sold in the past few months. Ray Fraley of Private Homes Inc. did it by running a contest, inviting radio listeners to send in their own ideas.

Why radio? Because it seemed to be the fastest

Sell the woman  
of the house  
by EYE —  
via TV

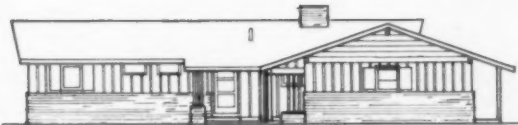


**7** Three-way promotion shows

If radio can excite women about owning their own homes, imagine what television can do! Two Youngstown, Ohio, builders had the imagination. Last spring, when TV star Adelaide Snyder came up with the big idea, they were ready.

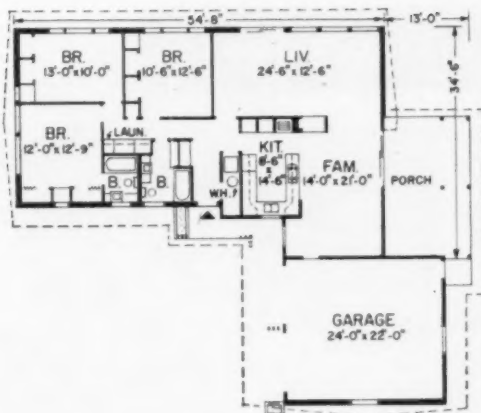
The big idea: to design a home Youngstowners would want, then show how it's built—right on





**"IDEA HOUSE"** is a composite of suggestions from listeners to KOTA, Rapid City, S.D. Letters contained drawings of plans, clippings from magazines. House will be completed and open for inspection this fall.

**COMPOSITE PLAN** has three bedrooms, two baths, family and dining rooms, attached porch and garage. Most write-ins called for electric kitchen, built-in range and surface units, indirect lighting in living room.



## help to design an "idea house" in Rapid City

way to reach a lot of women. The *Polly Weedman Women's News Program* on KOTA was a natural. Hundreds of letters poured in. Not only from women—but from teenagers and men!

The house designed from the ideas received will be started this spring. Suppliers, electricians, plumbers, appliance dealers will cooperate in pro-

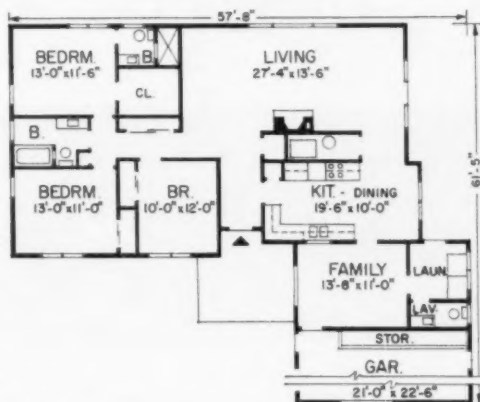
moting the house. Every day, as construction progresses, Polly (above left), broadcasting right from the house itself, will describe the work.

After the house is completed, about Sept. 1, every day will be visitors' day; the "idea home" will be a perennial exhibit to sell the woman of the house—on a home.



**BASEMENTLESS** model, on 95x160 lot, is first of over 100 Elrock will put up. House will be site for film features on the TV program and be open for public inspection for remainder of the year.

**PLANS**, shown on TV (left) by Ohio Edison executive Bill Zinstine, TV hostess Adelaide Snyder, and builder Ed Elias, call for luxury version (\$35,000) ranch adaptable to lower-price construction.



## buyers what goes into a home in Youngstown

Adelaide's TV program for women. In November builders Edward Elias and Steve Rockney of Elrock Construction Co. went to work. Viewers watching the *Adelaide Snyder Show* over WFMJ-TV saw the plans drawn up, the site selected. On film they saw how land was cleared, water lines installed, and the slab laid. Step by step, they saw

the house take shape—framing, wiring, paneling, interior finishing—down to the decorating.

Cooperating with the builders, many subcontractors appeared on the program to explain their products. Local suppliers who tied in with their equipment got valuable publicity on TV, expect more when house opens to visitors this month.



**8 PITTSBURGH:** Get the whole family to visit your model. Builders Harry Wilson and Gibson & Jamison Construction Co. did it by holding open house for all Westinghouse employees in town and their kids. Over 200 cars showed up, leading to several sales, dozens of leads.

**9 WASHINGTON:** Strike while the iron is hot. Weiss & Stolar's iron got hot in midwinter when their model won an AMERICAN BUILDER "Hidden-Values" award (see Jan., p. 79). As a result, they quickly changed their promotion plans. They launched their campaign in December rather than wait for spring.

Radio and newspaper ads touched off the drive, playing up the award in factual, straight talk. Larrabee Associates, ad agency for the firm, created a Christmas atmosphere. They held an on-the-spot broadcast of Santa's landing in a helicopter to cut the ribbon of the prize-winning house.

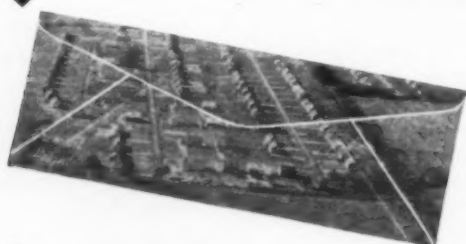
Result: the biggest crowd ever to visit Devon Park, greater even than during the firm's peak selling seasons of spring and fall of 1957. Some 500-700 families showed up. Most of them turned out to be qualified buyers. And most had been attracted to the model by the well-timed promotion.

### How to attract more customers

## Things one builder can do



**10 SYRACUSE:** Put a picture on your envelope. Everyone who receives a letter from Oot Bros. Inc. knows what its Fremont Heights subdivision looks like. An aerial view is on the back of the firm's envelopes.



**11 ALBANY:** Advertise in the middle of the street. A painted display on the side of a bus circulating in residential, commercial, and industrial areas of town caught a lot of eyes for C. J. Kearney Construction Co.



**12 AUSTIN:** North Oaks is right behind this painted bulletin. Only one house was up when the 10x40' sign was erected, but passers-by thus sold on suburban living bought 24 more before the sign came down.

YOU'RE  
LOOKING  
AT A

**KEY-BUY**

A LOT OF HOME  
FOR YOUR  
HOUSING DOLLAR!

TAKE STEPS TOWARD OWNING THIS HOME NOW!

Does your family  
deserve  
a promotion?

3 BEDROOMS  
1 & 2 BATHS  
\$12,000  
LOW as \$25,000 DOWN  
as \$77 per mo  
No Payments 'til April!

**INGLEWOOD PARK**

KEY-BUY  
LOOK  
FOR THIS SYMBOL  
FOR YOUR MOST  
OUTSTANDING HOME BUY!

OWN THE HOME NOW  
THAT YOU NEED NOW!

13

DALLAS: Association-backed newspaper ads (center) tell families to "buy now." They use key symbol (right) to tie in with individual builders' ads (top right) on classified pages and point-of-sale material such as outside streamers and inside easel signs (left).

## What you can do as a group

Dallas builders are thumbing their collective nose at pessimistic predictions. The reason: a unique merchandising campaign under way since January. Sponsored by the HBA of Dallas County, the promotion is designed to "create buying action and help builders win back a larger share of the consumer dollar."

Basically, the drive is built upon a combination of display, display classified, and classified newspaper space. It is, possibly, the first time any single advertising campaign has so completely utilized the effectiveness of each of these three departments.

The campaign kicked off Jan. 5 with full-page ads in the Sunday editions of both Dallas dailies. Under the headline, "Pay Yourself or Pay the Landlord?" the copy was aimed at families now paying rent and pointed out that paying into your own home pays off.

Prominently pictured along the bottom of the page was an old-fashioned door key, symbol of the entire campaign. The ads referred readers to the classified pages, where additional advertisements of individual builders bore a reproduction of the key symbol shown in the copy.

Follow-up ads each week were aimed at other special groups: the family that had outgrown its older home; the family with teenagers who need a playroom; the up-and-coming father whose family also needs a promotion.

"To be successful," explains the Sam Bloom Advertising Agency, which created the campaign, "good advertising must establish a conviction that leads to action. This means we must talk to segmented groups with individual ads reaching each group in depth." Thus the appeal is emotional. The copy is rational and convincing. And the approach calls for printed media. The short messages on radio or television, it has been found, cannot do the full job.

Theme of the drive is: "Buy the Home Now that You Need Now." That's what people in Dallas are doing.

Says Dallas County HBA Pres. W. H. Roberts: "Whether it is coincidence or not, numerous builders report they have enjoyed good traffic and sales conditions since this program has been in effect. Prospects appear good for a much better year for builders than we had in 1957."



**\$35,000 SALE** from a 3¢ stamp. Direct mail campaign sold Mr. and Mrs. Raymond Valade on trade.

## How to attract more customers

# Trade-ins: hotter than ever

## 14 Mailers in Traverse City

These days the builder with a working trade-in plan is a step ahead of his competitors. By that measure, Gerald Oliver is lapping the field. The Traverse City, Mich., builder has a "home exchange" formula that nets sales at a fantastically low cost. Oliver has hitched his trade-ins to a rental-purchase plan. Here's the way it works.

Upon taking in a house on trade, Oliver's company, Northern Builders, offers it for sale in the usual way. If the house does not sell in 30 days, Northern adds it to the rental-purchase list.

Now the house is advertised for rent. The tenant gets a six-month lease, with option to buy. Some 15-30% of his monthly rent has an accrual value. When the tenant has accrued enough, he can use the amount as a down payment on the house—or any other house offered by Northern.

The tandem arrangement, says Oliver, "gives us a very flexible sales tool with two advantages. First, the plan provides an outlet for our trade-ins to a market we would not otherwise be able to reach. Second, the plan increases our chances for future sales by removing the tenant from our competitors' prospect lists."

During one recent direct-mail campaign Oliver sent out 50 personal letters to people who had previously bought homes from Northern. Letters went to every former buyer in one particular area, deliberately including those known to have remodeled or expanded and therefore not expected to be good prospects for a trade.

Five of the 50 replied by mail and seven more contacted Northern salesmen personally for more information. That brought the total to 12, a 24% return—unusually high for direct mail, indicating the keen interest in trade-ins.

Within three months Northern secured five firm orders, or a 10% sales return.

Costs? Here's the breakdown:

Mailing .....	\$ 3.00
Secretarial .....	14.00
Administrative and misc. ....	27.50
<hr/>	
Total costs .....	\$ 44.50
Total sales .....	\$63,995.65
Cost per thousand dollars of sales ....	.70!

In the past four years, says Oliver, "trade-ins have supplied approximately 30% of our volume. ... We feel it is today's builder's greatest sales tool."





**BUILDER** Harry Quinn (standing) takes buyers on 30-minute tour of Pacesetter Park subdivision via movie.

### **Making the sale**

## **He sells 30 at a time**

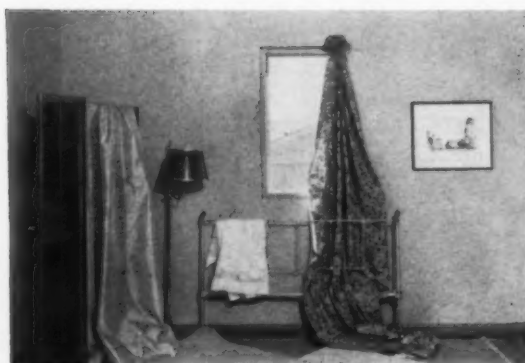
### **15 Movies in Chicago**

Showmanship is selling more houses for Harry Quinn than his salesmen. Every Friday night the Chicago builder invites some 30 homeseekers to come see a film of his new community. The movie is actually a 30-minute tour that shows schools, stores, transportation and recreation facilities and

takes the buyer step by step through the construction of a Quinn house. The builder claims the color film shows all points, including hidden values, far better than the average salesman can.

After the showing, there's a question-and-answer period. Then, since the movie is screened right in one of the models, buyers can just step outside to see the actual houses and appreciate their value.

# Help them see what you've



## 16 Furnish by suggestion

Builder Harvey Bream, St. Paul, keeps the furniture in his models to a bare minimum. What there is consists of a lamp here, a bedpost there, a picture on the wall, a swatch of drapery along the window. Bream suggests decorating possibilities. Lavish displays, he believes, frighten prospects away by indicating that the cost of furnishing a home is necessarily high.



## 17 Spell out your sales contract to gain buyer's confidence

Even the contract provides an opportunity to merchandise "plus" features. Fischer & Frichtel Inc., St. Louis, displays a kingsize sales agreement in its showroom. Nearby explanations of such items as "alternate extras" tell buyer what he gets.



## 18 Name your brand of materials and built-ins at the point of sale

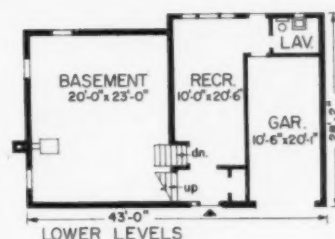
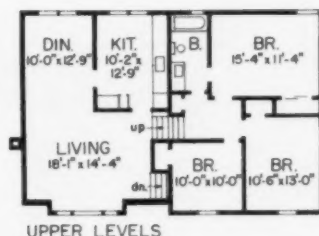
When identified by make, the plumbing fixtures, tile, lumber, shingles—all add up to prestige merchandising in basement display of Clint Schattgen, St. Louis.



## 19 Build a product showcase

Basement showrooms are not for Cantor & Goldman. The Sayreville, N.J., builders feel they breed confusion that kills sales. So they put up a special sales office for their latest 500-home community. The sumptuous, \$35,000 structure is air conditioned. And it's mounted on cinder blocks for removal to the builders' next home-building site.

# put into your houses



**COST BREAKDOWN**, below, is for \$17,990 house shown at left. Design, by architect Herman York, provides 1,500 sq. ft., under \$12 a foot.

## 20 Show them why they're getting their money's worth

Am I getting value for my money? That's probably the most important single question asked by a prospective home buyer. Perhaps the biggest obstacle the builder faces in selling the qualified prospect is to convince him that he is.

In Hicksville, N.Y., builder J. Allan Guild seems to have found a way to overcome this mental block. He simply puts his cards (in this case, his costs) on the table. The figures speak for themselves. They show a breakdown for every item—land, improvements, construction, selling costs, overhead, profit.

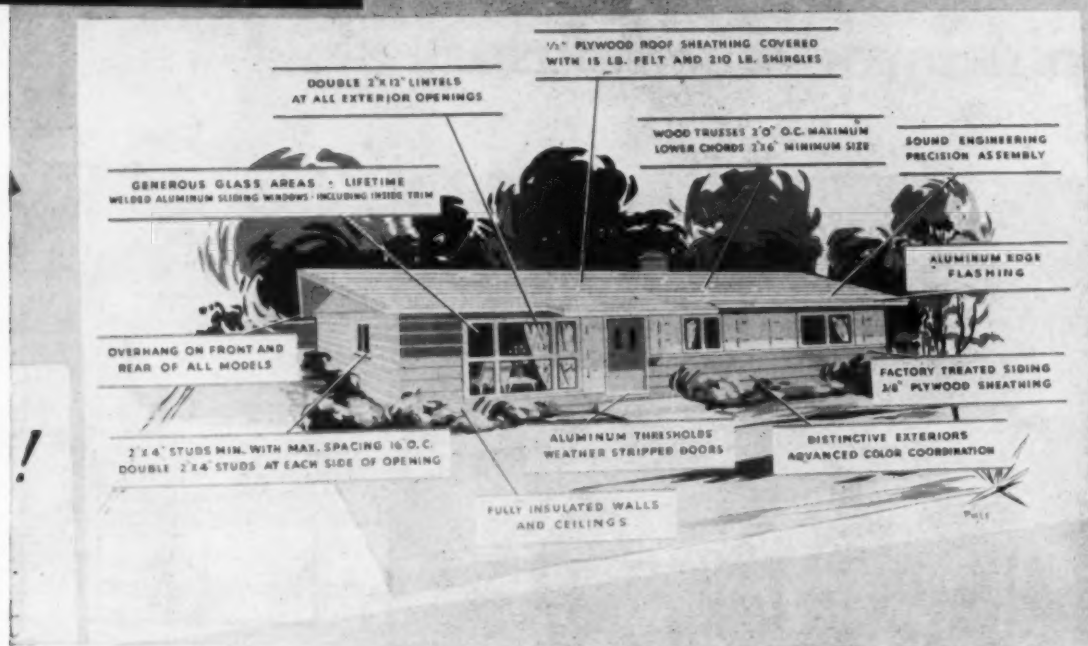
The last item, Guild's profit, is \$590 on each of the 60 split levels. That's 3¼% of the \$17,990 price tag. Total profit on all 60 houses will come to \$35,400.

Baring his budget, says Guild, (1) convinces buyers they're getting what they pay for and (2) gives them a basis for comparison. One other thing: it sells houses.

### COST BREAKDOWN

Unimproved home site .....	\$ 3,500	Construction (cont'd)——	
On-site improvements——		Sheetrock .....	\$ 690
Water .....	\$ 425	Garage door .....	85
Drainage .....	350	Range .....	155
Roads .....	350	Ornamental iron .....	85
Curbs and walks .....	300	Trim .....	250
Total .....	\$ 1,425	Hardware .....	160
Construction——		Bathroom tile .....	130
Architect's fee .....	\$ 45	Vanity .....	65
Engineering and surveying ..	125	Cornice and fascia .....	125
Excavating .....	200	Kitchen cabinets .....	260
Foundation .....	1,225	Medicine cabinets .....	45
Steel beams .....	90	Linoleum .....	125
Damp-proofing .....	35	Painting .....	425
Lumber (framing) .....	1,700	Landscaping .....	175
Carpentry .....	1,050	Miscellaneous labor .....	200
Brickwork .....	250	Total .....	\$12,000
Roofing and siding .....	750	Selling Costs and Operating Overhead——	
Stucco .....	35	Brokerage fees, legal fees, ad-	
Plumbing .....	1,175	vertising, decorating, model	
Electrical .....	350	home, office, insurance,	
Insulation .....	160	town fees, building permits,	
Windows and sashes .....	225	land taxes, mortgage fees	
Steel bucks .....	125	and interest, legal and ac-	
Wood flooring .....	375	counting fees .....	\$ 475
Heating .....	810	Builder's profit .....	\$ 590
Cesspool .....	155	Grand total (Selling price) ..	\$17,990
Stairs .....	145		

## IDEAS SELL HOUSES



**CHART** of quality. Merchandising poster prominently displayed on wall of model clearly shows prospect some of the extras built into a Larkdale Home. "Hidden Values" thus brought out of hiding include fully insulated walls and ceilings, aluminum edge flashing.

**CUTAWAY** (right) in hall leading from living room to bedrooms shows construction of closet and utility room. At the same time, furnace and hot water heater are exposed. Note how even paint, freedom from assessments are merchandised in posters on living room wall.

### At the point of sale

## Sell the man of the house on

**21** Today's buyer *does* care about the nuts and bolts side of his house. Sure, your main sales points are the comfort and happiness a house offers. But you've got to assure the buyer your house is built to give these to him. (Yes, *him*. When you talk construction, talk to the *man* of the house; see pages 76-77 for how to sell the woman.)

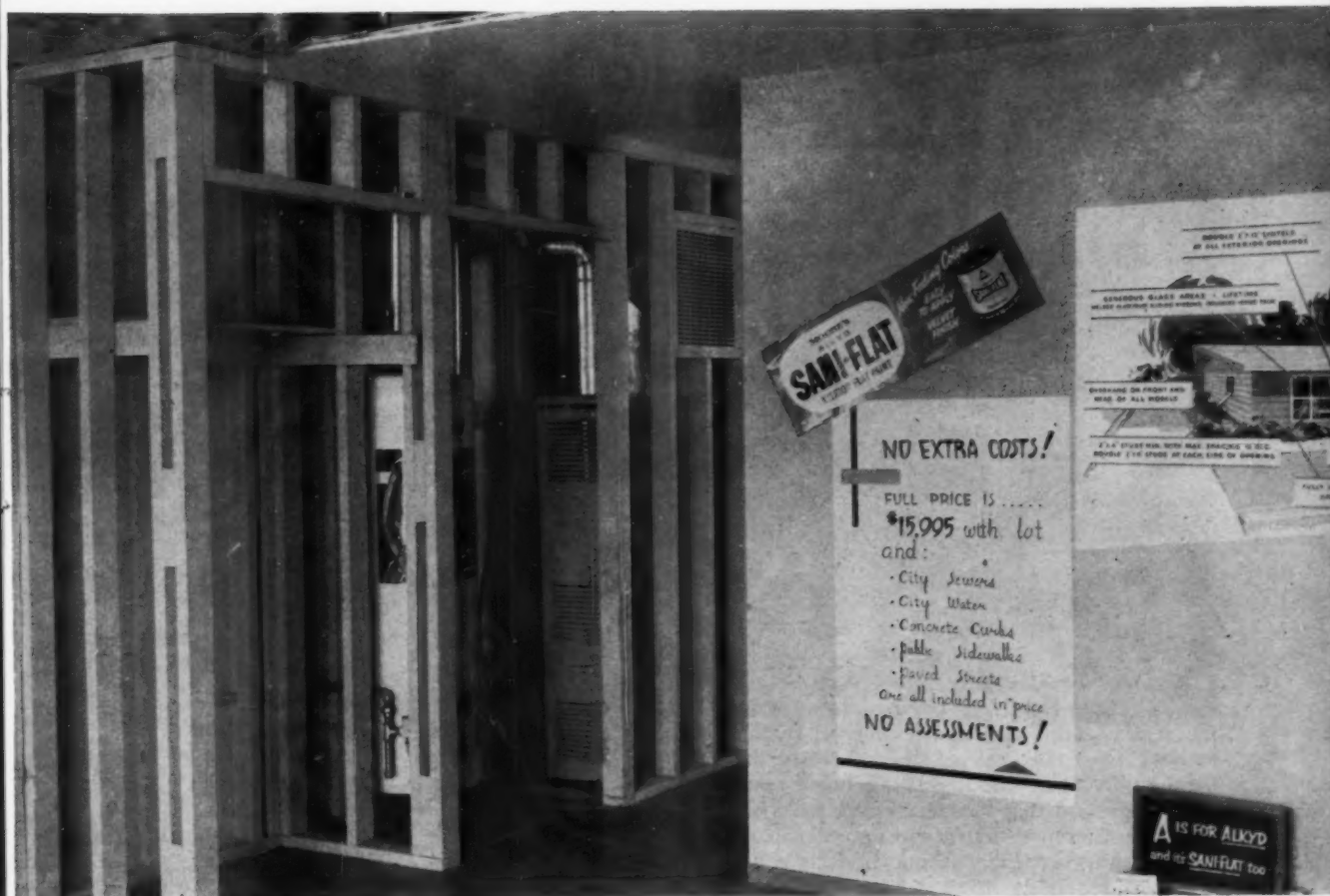
All it takes is showmanship—and a little imagination—to dramatize the "Hidden Values" you've built in.

Shown on this page and opposite are some of the ways it's done. Illustrations are from the cutaway model at Harold Dato's latest subdivision, "Larkdale," in Wauconda, Ill. It's one of 415 Douglas prefabs priced at \$15,995. With help from his suppliers, Dato has gone all out to emphasize quality from start to finish. Displays range from simple, small cards and posters that merely point out extras all the way to cutaway walls and ceilings which show actual construction. The model itself is, of course, not cut away structurally. With a little patching, the house can be finished and sold as complete.

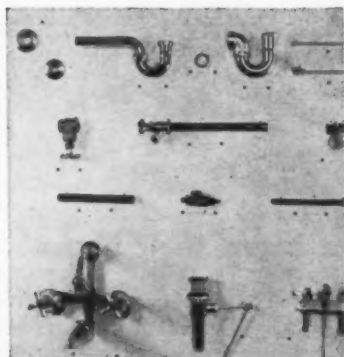


**ELECTRICAL** features are displayed on board in one bedroom: adequate wiring, quality switches and sockets, proper-size wire, correct fuses.





## the hidden values you've built in



**PLUMBING** fixtures and parts make up another wall display. Many samples of built-in materials are furnished by subcontractors.



**HEATING** system like one buried under slab is mounted on pedestal contributed by supplier. Also shown in room is cutaway of furnace (top).



**INSULATION**, studs, and ceiling structure are shown by cutaway section of living room wall. Not shown: aluminum window display.



## 22 Make them feel at home

Sharing the holiday spirit is one way Bisanz Bros. keeps friends with buyers. Members of the St. Paul firm, such as v.p. Norbert Bisanz (above), personally deliver Christmas wreaths for the front door. The Bisanz family goes further. Convinced that their customers are their very best salesmen, the Bisanzes go all out to create a warm, friendly feeling in their community. The family involves itself personally with its home owners and makes every effort to maintain their goodwill. Result: every time Bisanz sells a house, the company gets another salesman. Below are some of the other ways the company makes its customers feel at home in their new houses.

**23 Helping them make friends with their neighbors.** A get-acquainted block party is held after all houses in one block are sold. The party is held at a country club and includes dinner, dancing, and cocktails, all furnished by the builder. Everyone in the block is invited. Pictures are taken at the party and sent to each individual.

**24 Welcoming newcomers.** New babies born while building is going on get a gift. The card is signed: "From your home builders—Len, Norb, and Charles Bisanz."

**25 Remembering them—and letting them know it.** First-year anniversary present to occupant of every new home is a deck of cards, personally presented. It is inscribed: "Congratulations on your anniversary."

**26 Keeping in touch.** News of builder that appears in local press or trade magazines is photostated and sent to every home owner.

## 27 Beat buyers to building faults

All builders expect a certain percentage of defective material and workmanship. So most builders simply figure the cost of repairing these defects into the cost of the house.

One Milwaukee builder, however, doesn't just stand there and wait for the complaints to come in. Federal Home Builders Inc. finds it pays to find the trouble first. The company makes six inspections during the first year of occupancy of every house it sells. The first inspection is made with the owner just before he moves in. Thirty days later the firm takes another look (see picture, opposite). The other check-ups follow after two, six, nine and 12 months.

Cost? An average of \$15 more per house, says Federal secretary Roland Richman.

Advantages? Richman lists several: 1) the firm can plan work time for its maintenance crew; 2) happier customers become salesmen for the builder; 3) a better-looking subdivision sells itself; 4) people make fewer unreasonable requests.

## Keeping them sold

# How to get your



## 28 Help them know their house

Members of the Houston HBA, like many other associations and individual builders, give buyers a manual on how to keep their house in good shape. Information in the booklet serves three purposes. It helps the customer to appreciate the house he has bought; it explains how to handle minor repairs; it saves the builder time-eating call-backs.



Milwaukee Journal

## buyers to sell for you



## 29-30 Keep them posted

With no local newspaper, builder Stephan Yeonas publishes a monthly newsletter (above) for residents of his Vienna, Va., community. Yeonas uses the medium to carry personal messages to his customers. Minneapolis HBA members reassure buyers and prospects with a "Registered Builder" program (left) and warranty, home-care information.



With this new self-elevating scaffold . . .



. . . and this new

## . . . This man is laying 1,000

**T**he masons shown here are each laying more than 1,000 bricks a day, better than double the "normal" rate.

They are not on piece work, and no one is standing behind them with a bullwhip. The secret lies in (1) a scaffold that keeps work and materials at comfortable working levels, and (2) a system of corner poles that cuts the time of resetting guide lines to practically zero.

Credit for the new system belongs to the Structural Clay Products Research Foundation, which worked out the corner pole and guide-line system, and, with manufacturers, developed the new scaffold. The "SCR Masonry Process", as it's called, has been field tested for four

years; and once they've tried it, neither masons nor builders can be dragged back to the old way.

To see why, let's look at the "old way." A mason starts working at his feet, and lays brick till the wall is shoulder high. Then he puts up a horse and plank scaffold and starts all over again. Only briefly is he working at comfortable height; the rest of the time he's breaking his back. Under these conditions, 500 bricks a day is a lot of work.

With the new scaffold, except for the first couple of feet, the mason works at his most comfortable level. Not only does he work faster, he goes home feeling like a human being.

Old style guide lines had to be leveled every course; when they

were set with nails, there were holes to fill up.

With the new system, corner poles are plumbed when the job is started. From then on there's no more leveling. Resetting the lines for each course means simply moving up a pair of fittings.

Mortar handling is another factor in the speed of the SCR Masonry Process. Normally, a mason lays a couple of feet of mortar bed at a time, and he goes back to the board for mortar for each head joint. In the new process, an extra thick bed up to 8 feet long is spread. When a brick is pushed down to the right level, the squeeze-out is troweled off and transferred to the head of the next brick. In this way the mason can work the full 8 feet





**guide-line system . . .**

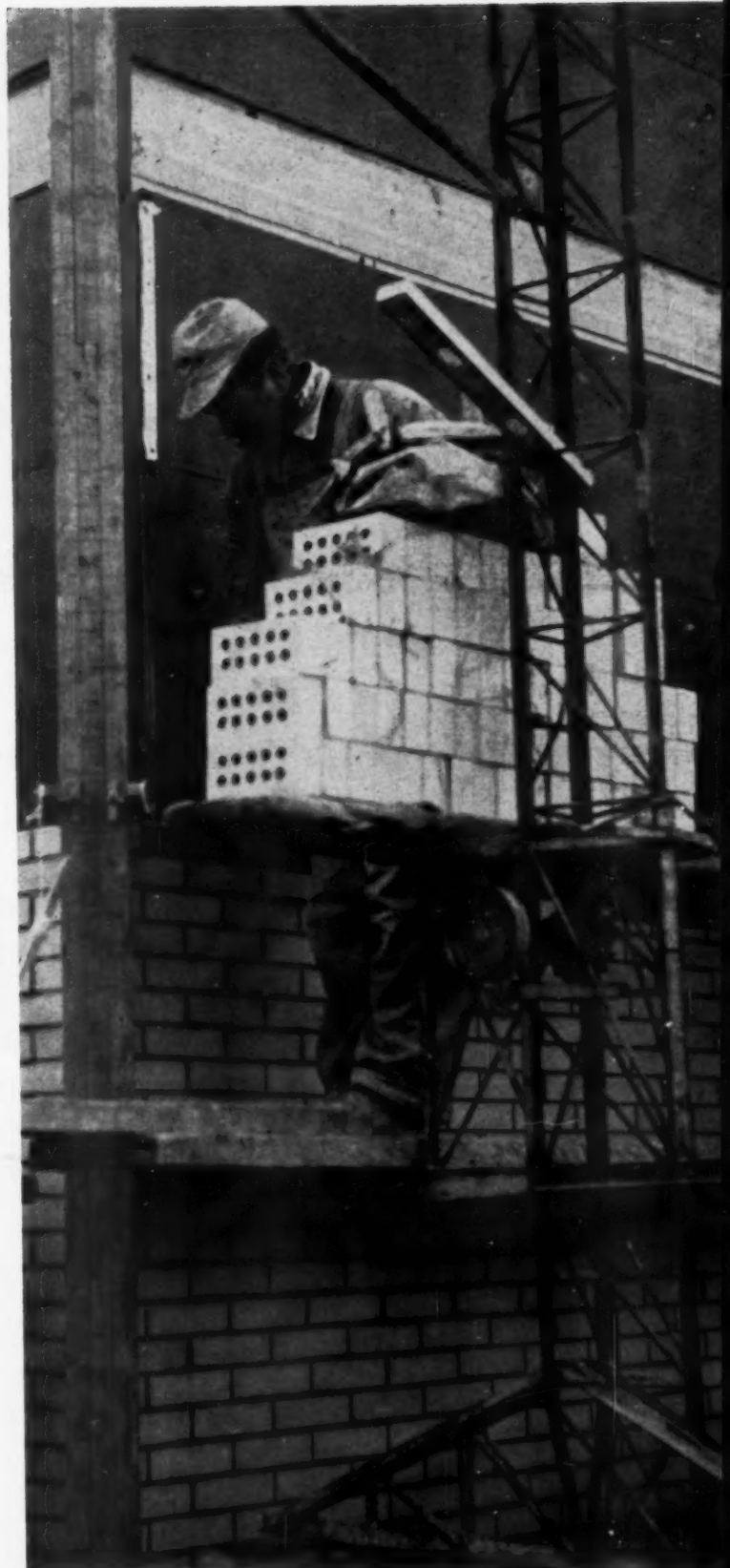
## bricks a day

without going back to the mortar board. Again, it's faster.

The Masonry Process has had a happy effect on prices. Labor costs have been cut almost 50 per cent; and with labor making up almost half the average brick bill, the net effect is a 25 per cent cut in overall cost. This is good news, particularly for the builder in "brick areas," where home buyers want both brick and low cost in the same package.

### COMFORT MEANS SPEED

Ideal height of between 24" and 30" from deck to working level is maintained by new scaffold, which can be set at any desired position. Material level is 24" above lower level.





WHAT  
← →  
HOW



#### CAVITY WALL CONSTRUCTION

In building cavity walls, corner posts are used both inside and out. Post in foreground shows the "U" section out of which it is built. Once set and plumb, posts need not be touched.

## Here's how the corner post speeds up guide-line handling

The corner post is made up of a "U" section of two 2x4's and a 2x2. To this post are attached the various fittings that hold the guide line and attach the post to the building.

At present the fittings are

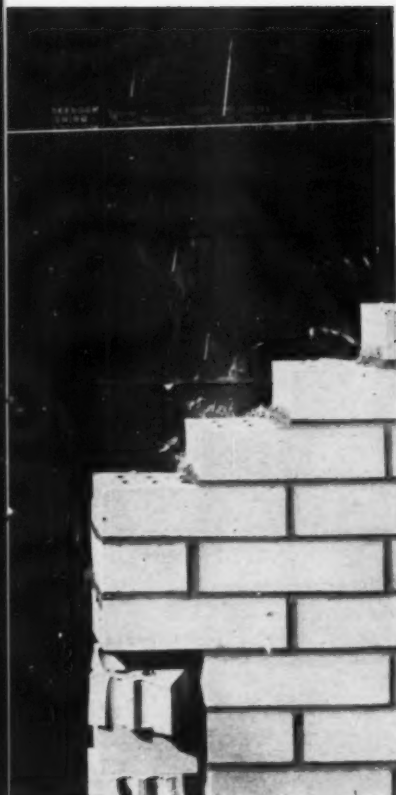
available from SCPRF. Cost ranges from \$21 to \$28 per post.

The nylon guide line, marked off in either 4" or 4½" increments depending on brick used, is available commercially.

The scaffolds are being manu-

factured by four or five firms, and SCPRF will provide a list of them to anyone interested.

For this and other information, write: Structural Clay Products Research Foundation, Geneva, Ill., Attn. Mr. C. E. Garton.



WHAT  
HOW

# 1 VENEER CONSTRUCTION

For brick veneer, corner post is attached at the top and bottom of the framed wall. Marks on the back of the post are to position the slide fittings for each successive course.

# 2 ABSOLUTE ACCURACY

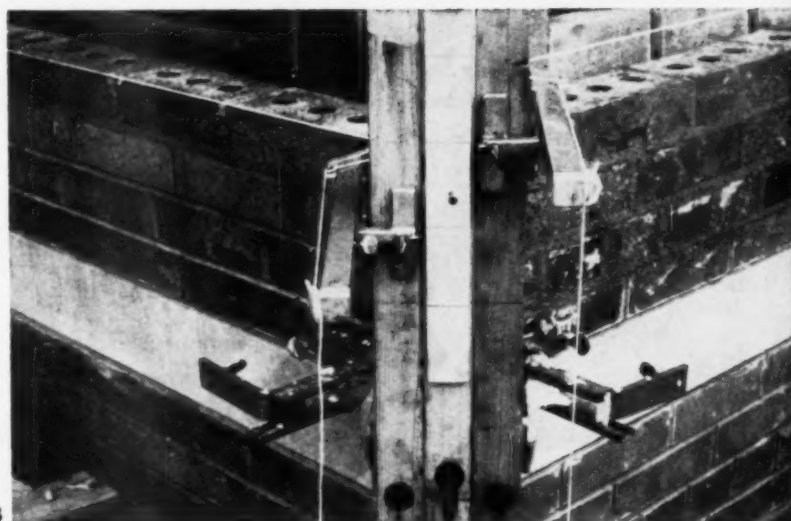
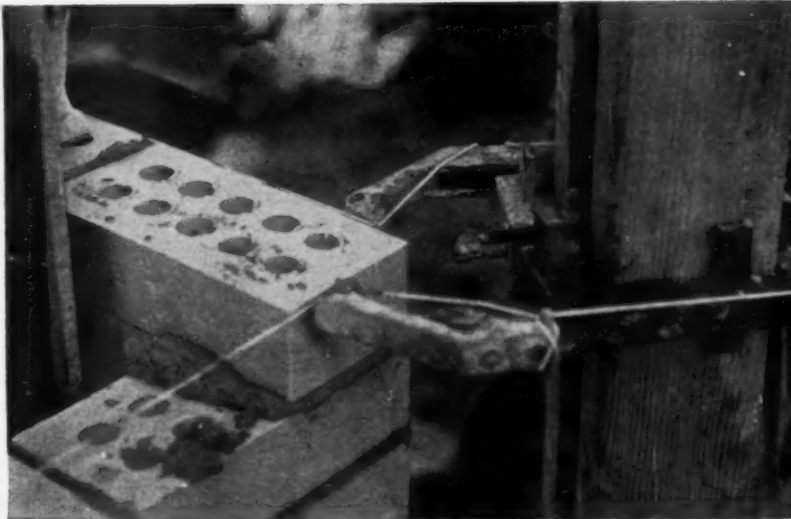
Once posts are plumb, each course automatically has to be plumb and level. See how the fittings hold the guide line for absolute accuracy at the start of each course.

# 3 THE OUTSIDE CORNER

A corner post must be set at each break in the wall. If guide line stretches more than 60', there must be an intermediate post. Outside corner post has marker strip nailed to it.

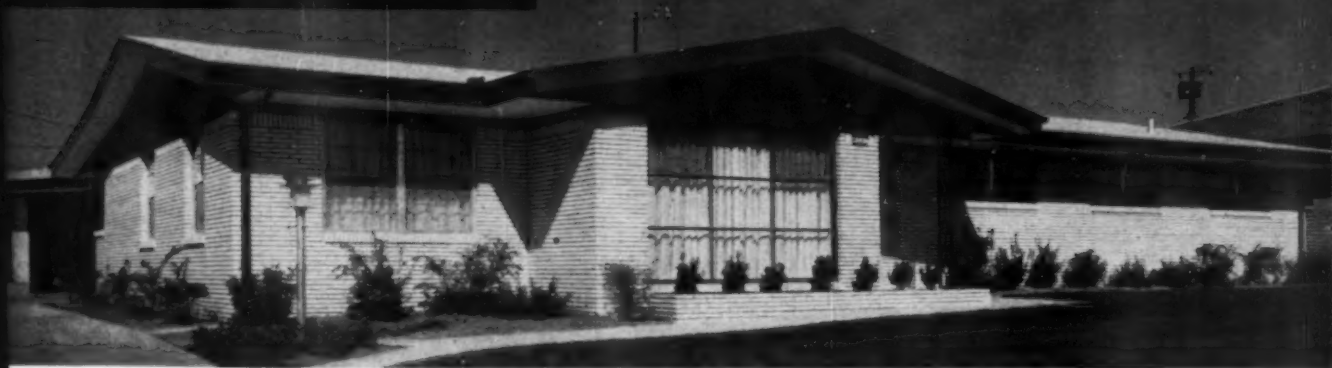
# 4 THE INSIDE CORNER

Only change from the outside corner shown above is a different type of mounting bracket. A mason and a laborer can set and plumb a corner post in from five to eight minutes.



**Give your houses a strong pattern by varying the bond**

**NEW IDEAS IN BRICK**



**IN TULSA, WHITE BRICK AND DARK MORTAR MAKE A STRIKING EFFECT**

These white Roman bricks are accentuated by the dark mortar lines to lend the house more breadth. At the same time, the use of the one-third bond makes an imposing vertical pattern. Notice how these long bricks are

especially effective in the planter. They strengthen the overall appearance of the house instead of combining to make the planter look like an afterthought. House was built by Lloyd M. Creekmore of Tulsa.

## Brick can sell for you if

**Use brick to give your houses warm entrance appeal**



**IN SAN ANTONIO, A BRICK SCREEN**

This entrance screen does three things. First it gets attention. Second, it lends warmth and dignity to a fairly low-cost house. Third, it makes the house stand out among others on the block. By Green Meadow Builders.



**IN KIRKLAND, VA., HALF-WALL DOES IT**

Proof that you don't always need to vary your basic brick design is borne out here. This brick half-wall also helps balance the relative extremes of "gingerbread" design. House built by Virginia Lee Homes, Inc.



## Accent your vertical lines with brick columns



### IN SAN ANTONIO, THESE OUTSIDE COLUMNS . . .

Where brick is accepted as a natural piece of the house package, it's tough to be competitive. But this builder is, simply by doing something more than facing his exterior walls with brick. These 1' columns (six feet on center)



### . . . ARE CARRIED INSIDE THE HOUSE

support the carport roof and frame the patio. To make a truly dramatic appearance, the columns were exposed in the living-dining area. Inside use of brick of all kinds is a growing trend. House is by Jenkins & Browning.

## you use it creatively

### Brick is a natural material to highlight outdoor living



### IN NEW ORLEANS, ACCENTS WITH BRICK

This backyard paradise drew tremendous attention for builder during National Home Week showing. Used brick is tougher to use, but design effect, as here, is often worth the trouble. Home by Ernest Homes, Inc., of that city.



### IN SAN FRANCISCO, GARDENS IN BRICK

If you don't believe a garden wall and planter like this can make your house more saleable, just try it on one model. You'll be surprised at the good comments. It will cost more, but builders find buyers will pay more.



#### **USED BRICK: FAMILY ROOM FINERY**

This striking fireplace wall backs up to the kitchen barbecue wall shown in the photograph at right. Used brick has become popular indoors as well as out.

### **NEW IDEAS IN BRICK**

## **Inside brick can be formal,**

**Brick makes dramatic accents on almost any interior wall**



#### **LIVING ROOM BRIGHTENS WITH BRICK**

Brick and fireplaces go together naturally. In pre-World War II houses, one course of brick around a fireplace wasn't unusual. Now the scene above is no surprise to homeseekers. House by Don Raybourn of San Antonio.



#### **A BRICK BACKSPLASH: WHY NOT?**

Brick, used or otherwise, seems to turn up in kitchens today more often than in any other room (with the possible exception of family rooms when they are included in the plan). This house is also by builder Raybourn.



**IN THE KITCHEN, USED BRICK BRINGS SUGGESTION OF ROMANTIC COLONIAL**

Brick walls in the kitchen are a natural for barbecues—a fast-spreading want of modern families with increasing

leisure time. This and the photo at left were taken in a house built by D. & H. Schulman of Sherman Oaks, Cal.

## or a part of family living

**You can highlight a kitchen or divide living space with brick**



**BRICK FIREPLACE DIVIDES, HEATS**

In house by L. S. Busby of San Antonio, brick helps create an early American feeling—especially when teamed with open-beamed cathedral ceilings. Long sliding-glass doors, at left, don't clash with the architectural mood.



**BRICK FIREPLACE WARMS TWO ROOMS**

When you build a brick fireplace, consider the slight extra cost of constructing a two-way unit. Benefits derived are considerable. It was a heavily-weighted sales point for this house by Crestwood Constr. Co., Springfield, Va.

# BRICK:

mix it ...

rake it ...

stack it ...

... result—good design  
at lower cost

Just \$12.50 per sq. ft.: that's the total cost of this building, including air conditioning. The builder drove costs down by using common brick where it didn't detract from the total design effect. He also poured the jambs in three lifts—a time-saving operation. Such cost-savers pulled down the extra expense in laying the face brick vertically (it was the masonry crew's first attempt at it).

The structure is located in Los Angeles and houses the Mutual Mortgage Co. Brick was originally chosen for it to give the firm a "feeling of security."

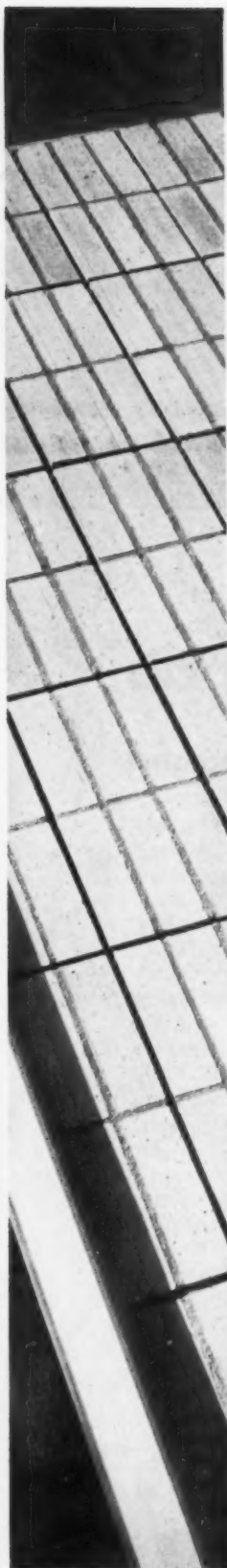
The decision to set the face brick vertically, then rake and stack it to create a vertical accent, was made for two reasons. First, the horizontal emphasis implies a running wall, and gives the building a sense of breadth. The vertical raking gives it a panelized effect. It all was made possible by both vertical and horizontal steel rod reinforcing (see right).

Each face brick is 11½" deep, 3½" wide, and 2-3/16" thick. It was specially produced by Gladding McBean & Co., San Francisco.

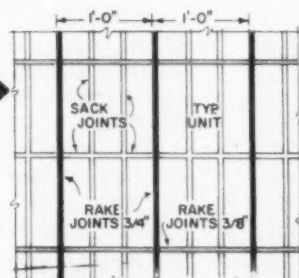
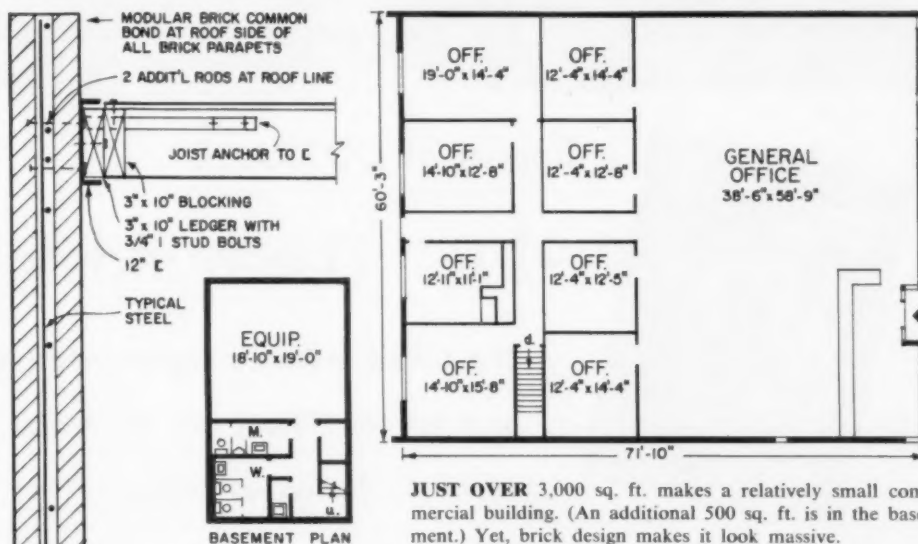
HERE'S the heart of the savings. Common brick, laid conventionally, faces the exterior wall on three sides—where decorative function of face brick is no longer needed. Total design effect is unaltered by technique.







**BRICK** was chosen for this building, a finance company, to give it a stable, substantial look. Face brick was set vertically to lend height to the structure. Slight extra cost for laying it this way.

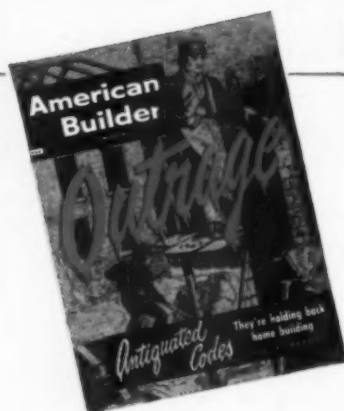


**NOTE** how heavily raked joints essentially follow the pattern of the face brick, itself. Brick was made by Gladding, McBean.

Builder: Roulac, Pasadena; Structural Engineers: Kolesoff & Kariotis, Los Angeles; Architect: Smith & Williams, South Pasadena

**THEME** of design is carried inside with effectiveness. Brick on the interior breaks up monotony of plain wall, and also provides an easily maintained surface.





## Impact of OUTRAGE

# The building code

**We called industry representatives together and asked, "What are the worst code problems facing us today?" They said:**

- 1. We have adequate performance codes, but they haven't been adopted in enough areas**

**Coffman:** "Ninety per cent of our problems would be licked if the three major national codes were adopted everywhere. We builders have a practical problem. We have to build houses. We'd like to see these codes get accepted everywhere in the country, and as soon as possible."

**Zerble:** "And first, we should work on the codes that cover the mechanical part of the house. That's where codes are wasting the most money right now."

**Johnson:** "We should promote the heck out of the good national codes we already have. Maybe we'll find out later we should have a national code, but for that we'd need more research and facts. Our emphasis now should be on getting the adequate codes we have into the 2,500 communities that don't have codes."

**Zerble:** "We met with the Joint Committee on Building Codes, and were disappointed with the way they seem to be going. We had considered the possibility of NAHB contributing to JCBC, but it looks now as though there are more effective ways in which we can use our money."

- 2. But good codes as well as bad ones can be hacked to pieces at the local level**

**Higgins:** "Spacing of 24" for studs, trusses, etc., is accepted by almost every responsible agency in the country, but it gets thrown out at the local level. Too often, local codes require everything to be spaced 16" on center, and sheathing as heavy as 5/8", "just like grandpa used to build."

**Canavan:** "A few years ago, one company put out a soil-stack assembly. They had just one good design



## question is beginning to boil

that should have handled most codes. When it had been out a year, they found they had to make 100 variations of the design to meet local codes. It wasn't a production proposition any more, it was practically a custom job.

"There was another case of two builders comparing notes on houses that had almost identical plumbing. One was built under the National Plumbing Code, and the plumbing bill was about \$1,000. The other was built in an area where there was a 'lead' plumbing code, and the plumbing cost over \$2,000."

**Hazell:** "I remember one New England town where the code wouldn't allow a Teco engineered splitting truss. It didn't matter how strong it was, they just weren't going to accept it."

"And just to show how ridiculous this can get, the same code specified a minimum rafter size of 2x4, but it didn't say 2x4 what. It could have been paper as far as the code was concerned."

### 3. The untrained building official is too often a major obstacle to modern building practice

**Smithman:** "Administration of a building code is just as important as the code itself."

#### WHO WAS THERE

These are the people who attended American Builder's first codes conference. Meetings with other groups concerned with the problem of obsolete codes will be held in the future.

**Ernest Zerble**

Chairman, NAHB Code Committee

**William Coffman**

Vice-chairman, NAHB Code Committee

**Richard Canavan**

Director, NAHB Research and Construction Dept.

**Milton Smithman**

Asst. Director, NAHB Research and Construction Dept.

**Ralph Johnson**

Director, NAHB Research Institute

**Theodore I. Coe**

American Institute of Architects

**William H. Sheick**

Executive Director, Building Research Institute

**Gordon Hazell**

Home Manufacturers' Assn.

**Lawrence Higgins**

Lumber Dealers' Research Council

**Neil Connor**

Chief, FHA Architectural Standards Div.

**Walter R. Browder**

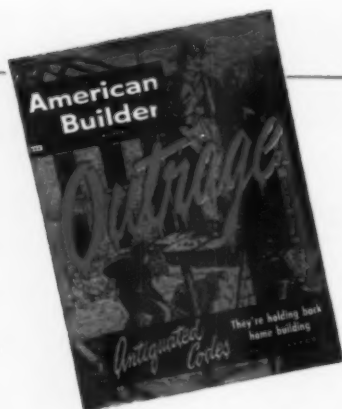
Editor, American Builder

**Joseph B. Mason**

Editorial Director, American Builder

**Maxwell C. Huntoon**

Construction Editor, American Builder



**Sheick:** "The trouble is, at the local level, untrained people (building officials) can act as both judge and jury on highly technical building questions. Too often, they just aren't qualified to pass on this kind of thing."

**Connor:** "When you build within the limits of a big city, you usually deal with well-staffed, qualified, responsible building departments. It's out in the suburbs, where most of the homes are being built today, that you find these little, one-man offices with less qualified building officials."

**Coe:** "Very often the building official is afraid of his job. He has no way to make tests himself, and he's afraid of making a mistake, so he plays it safe and turns the new idea down. He doesn't dare depart from his usual interpretation."

**Smithman:** "As long as we're taking swings at the unqualified and the 'Czarist' type of building official, let's include a pat on the back for the guy who frankly admits he's technically untrained, and who welcomes all the help he can get."

#### **4. Too few of the present codes include any sort of an "appeal mechanism"**

**Connor:** "The right of appeal is very important in a building code, and it's missing in too many cases. The New York State Building Code group handles this well. They promote the code aggressively, and send men out to explain it to local building officials. Any community that wants to can adopt the code. When the code is accepted, a team of "appeal experts" is available to them when needed."

**Hazell:** "You must have a performance code with a place in it for appeal. Otherwise you're going to be in trouble."

**Zerble:** "An appeal mechanism should be a part of any code. This will be one of the NAHB Code Committee's recommendations."

#### **5. The people most affected by codes generally have little to say about drawing them up**

**Sheick:** "Codes should not be written exclusively by the people who enforce them. In other words, building officials should not be the final authorities in writing building codes; that's a case of their being both judge and jury. Any group that prepares codes should include representation by builders, architects, manufacturers, municipal officials, and the public."

**Johnson:** "I think it's a matter of law that any person who is going to be greatly affected by something like a building code must have a voice in the drawing up of that code. The interests of all the people have to be served."

**Smithman:** "Too many times interested parties don't get a chance to voice their opinions until the code is presented in practically final form at a hearing. By that time it's very difficult to get anything in it changed."

#### **6. Not enough people outside the building industry are aware of the acute code problem**

**Coe:** "We are facing a dire need for housing in the low-cost brackets. We need a reasonable code for homes to serve the millions of people who cannot afford the present high prices. Let's stir up the grass roots: women's groups, civic organizations, clubs, and the like."

**Johnson:** "This is a case where what's good for the builder is good for the buyer."

**Sheick:** "We're got to get the builders off their tails. We've got to get local governments at both the state and municipal levels stirred up. And we've got to get the home buyer excited."

**Zerble:** "Antiquated building codes are costing the American home buyer more than a billion dollars a year. It's the biggest single reason why home costs are too high today."



---

**We need a double-barreled approach to the code problem.**

**Here are the steps that American Builder recommends:**

**For the immediate future, let's take advantage of the tools we have**

**Let's get busy and adopt the good codes we have right now.** In some 2,500 communities across the country, obsolete codes are forcing the overpricing of houses. This is completely unnecessary. As we pointed out in our March "Outrage" issue, there are adequate performance codes available to any community that wants them. Their nationwide adoption, without crippling changes at the local level, would be the biggest possible stride toward better housing at lower prices.

**Let's make sure our legal machinery can handle these codes.** In many states, enabling legislation must be passed to allow municipalities to adopt an existing code by reference. Where this is the case, such legislation is a necessary first step towards code modernizing.

**But for the long pull, let's start thinking in terms of a single code**

**Let's make the mechanical codes the first target.** Plumbing and electrical work are usually the worst victims of obsolete codes, and consequently the worst offenders in overpricing. In the National Plumbing Code and the National Electrical Code, we have adequate, if not perfect, instruments. Let's use them, and again, with as few changes as possible.

**Let's wake everybody up to the need for code modernizing.** Only an aroused public can bring about better codes, and only a strong public relations program can create an aroused public. Next to the buyer, the builder has the biggest stake in good codes. It's up to him to see that such a program gets going where it will do the most good—at the local level.

**Let's start working towards a national residential code.** Such a code would have sufficient prestige and authority behind it to be accepted without question. It would be adopted voluntarily by any community that wanted it. And it would include the machinery for appealing a decision from the local level. Present code groups could continue to operate under a national code just as they do now, except that their requirements would conform to it as closely as feasible.

**Let's give the idea of a national code the prestige it should have.** The problem of building codes is national in scope, and should be dealt with on that basis. We believe that two major steps should be taken: first, there should be a conference of state governors. Ultimately, the code problem will be solved on the local level, and the involvement of the state governments would be the first step in that direction. Second, we believe a presidential commission should be appointed. Such a body would study the code situation, take the necessary steps towards drawing up a national code, and create the machinery for administering and financing it.



**POOL DESIGN** is no longer bound by straight lines. This and pool at right are by Wahlstrom.

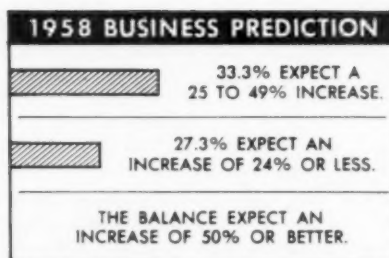
## 5 facts about swimming pools: read them before you dig

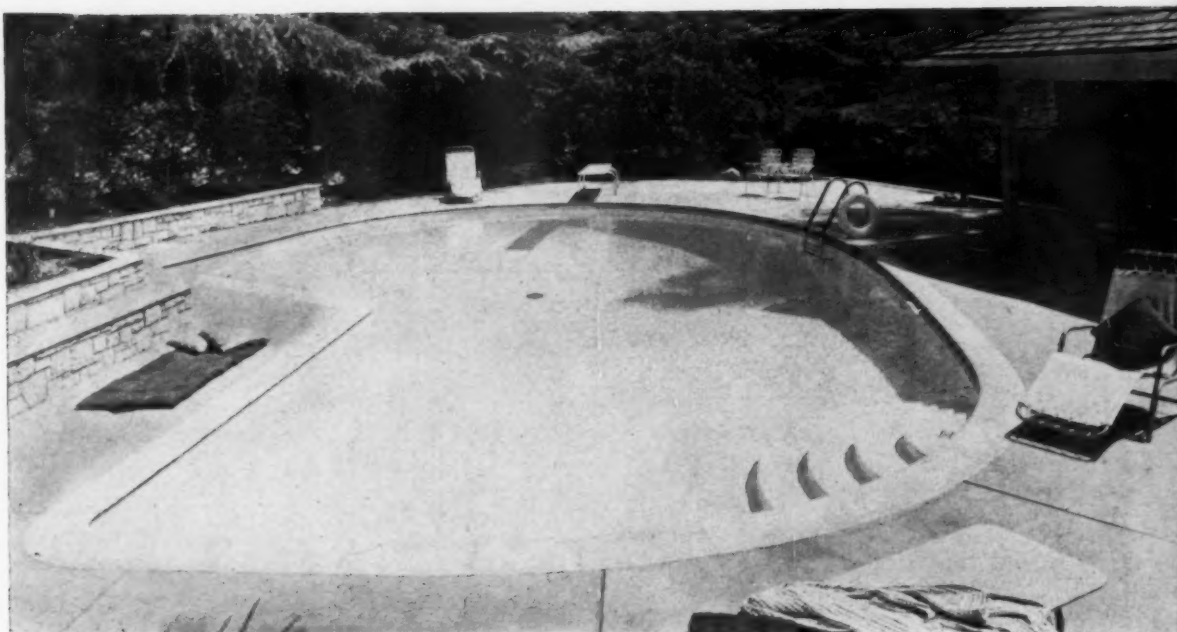
### 1 The market is good and getting better

Sagging steel and auto sales last year didn't scare swimming pool dealers. Their dollar volume splashed ahead by a whopping 25 per cent. What's more, in January '58, they told *Swimming Pool Age* that even bigger increases are on the way (see chart, right). Where will the largest percentage increases be? In the Midwest; the East Coast. What's behind the boom? Easier financing plus a growing "keep-up-with-the-Joneses" binge.

### 2 But you aren't taking full advantage of it

It's a rare home builder who builds pools. Manufacturers report up to 90% of their residential pool sales are made to homeowners through distributors. Majority of sales are for existing homes. Example: Cascade's Buster Crabbe pool going in, right. (No. W64, p. 126). A home builder seldom considers building pools for existing homes. He's often afraid to add a pool to his new homes' package because it raises his selling price.

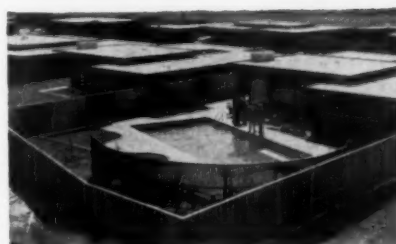




**OF ALL POOLS** built during 1957, 93 per cent were less than 800 sq. ft., like this California job.

### 3 Two top builders are proving you can build houses with pools and profit from both

International Swimming Pool at right (No. W65, p. 126) belongs to an Eichler house in California. Eichler says it helps sell the house *and* ups profits. John Long of Phoenix has also "made good" with pools. He offers a house *with* pool in one low-cost package. Both men are American Builder award winners.



### 4 One former home builder found pools so profitable, he now builds nothing else

Wahlstrom Bros. (No. W66, p. 126) presently builds about 100 pools a month. (See right.) They now plan to franchise operations throughout the U.S. Just a few years ago, they were building homes and light commercial buildings. What made Wahlstrom switch? They built a few pools; tested; found the pool market red hot. To date they have constructed more than 3,000 pools.



### 5 Before you dive in, read the rules

- Be sure to check your building code for pool-to-lot-line clearance and fencing needs.
- Check the chart at right for pool growth in your region (from data by *Swimming Pool Age*).
- Set up a good financing plan.
- Check suppliers' pool building schools.

#### NUMBER OF POOLS BY AREA

	1/1/56	1/1/58
PACIFIC COAST	29,000	62,600
TEXAS & MID SOUTH	9,000	22,400
ARIZONA, N. MEXICO & MT. STATES	3,200	5,900
FLORIDA	3,800	8,800
MID WEST	5,000	15,500
EAST	6,000	17,800
TOTAL	56,000	133,000



**CARPORT** was quite a novelty in the Minneapolis area. Yet, it drew many praises from buyers.

## This house talks luxury to middle-income buyers



**Best Model Homes  
Contest**

**Award of Merit:**

**Under \$16,000  
class.**

**Enaco, Inc.**

If you're talking yourself hoarse to finicky buyers who are keeping a death-grip on their wallets, maybe Paul Enghauser and Hubert Nelson have a tip for you.

This building partnership, operating under the name, Enaco, with headquarters in Minneapolis, did more than build the prize-winning house

above. They have stirred up a potfull of favorable comments for themselves (12,000 people went through their house during National Home Week); they sold the house quickly, and then sold five more much like it in rapid succession. What's the secret? Just this:

- They designed a house that *looks* huge—from the outside, because of the long, low roof and massive chimney, and inside, because of the unusual living-dining-kitchen arrangement.
- They sell it for \$18,000 with land and a host of extras (see product list, p. 110). This is possible because they *actually* give just 1,100 sq. ft.; only finish two bedrooms, one bath.

WHAT

HOW

**AMERICAN  
BUILDER  
BLUEPRINT  
No. 252**

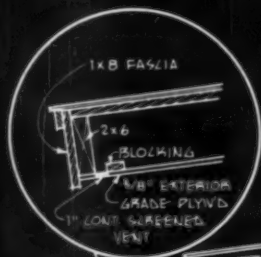






## BASEMENT PLAN

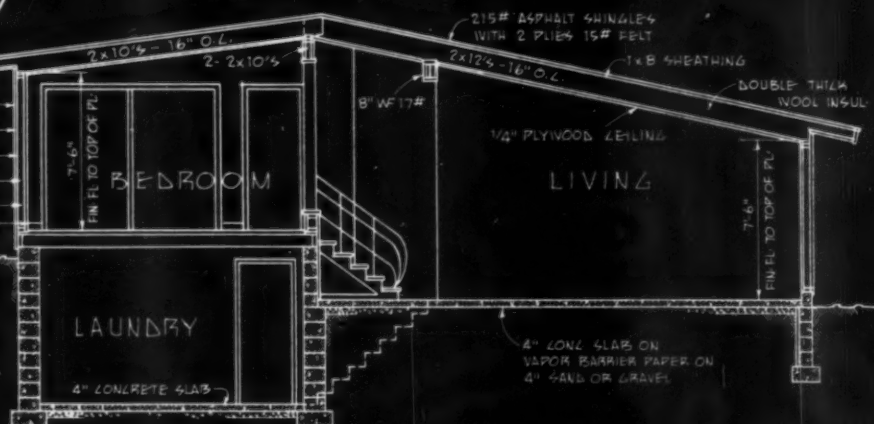
SCALE - 1/8" = 1'-0"



### NOTES:

- ALL PARTINGS TO GO BELOW FROST LINE TO UNDISTURBED SOIL.
- ALL WALLS AND CEILINGS TO BE 1/2" PLASTER BOARD UNLESS OTHERWISE NOTED.
- EXTERIOR DIMENSIONS TO OUTSIDE FACE OF STUDS IN FRAME WALLS.

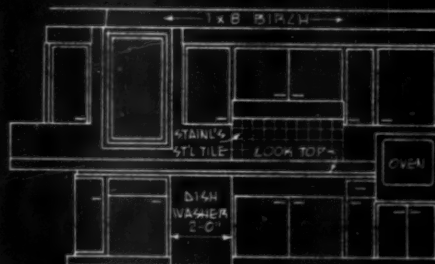
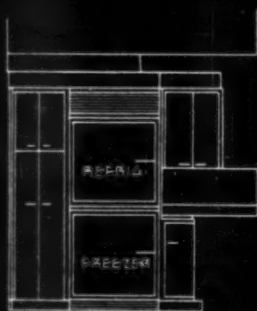
3/4" x 10" RED CEDAR SIDING  
1/2" FELT  
1/2" GYPSUM SHEATHING  
2x4 STUDS-16" O.C.  
TO BALSAM WOOL INSULATION  
1/2" PLASTER BOARD

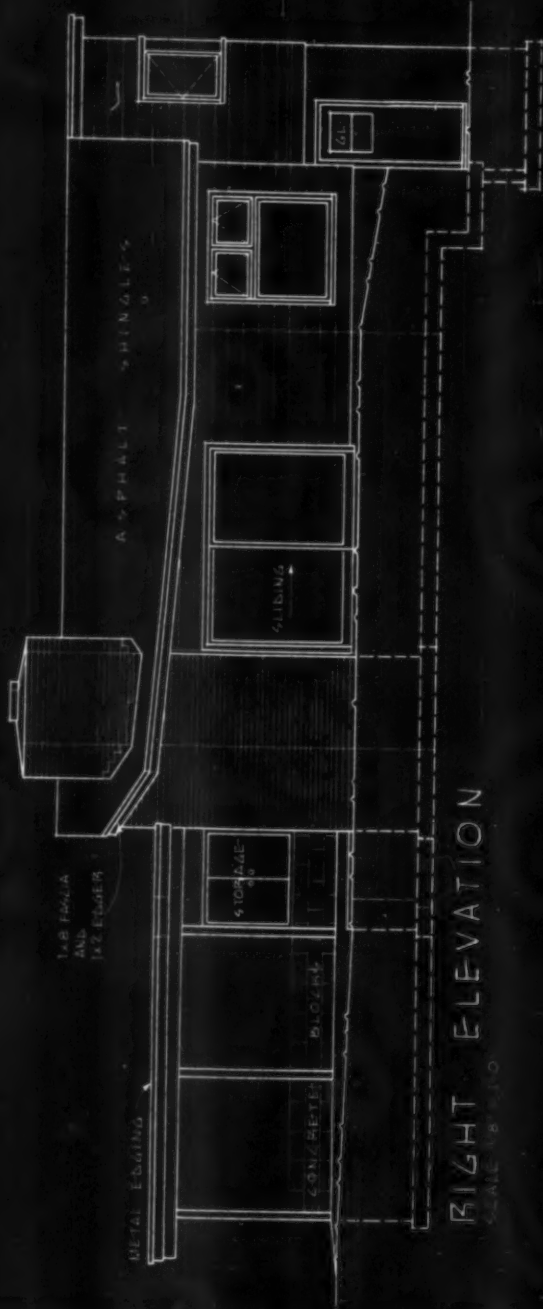


## SECTION THRU A-A

SCALE - 1/8" = 1'-0"

FLOOR  
PLAN  
SCALE





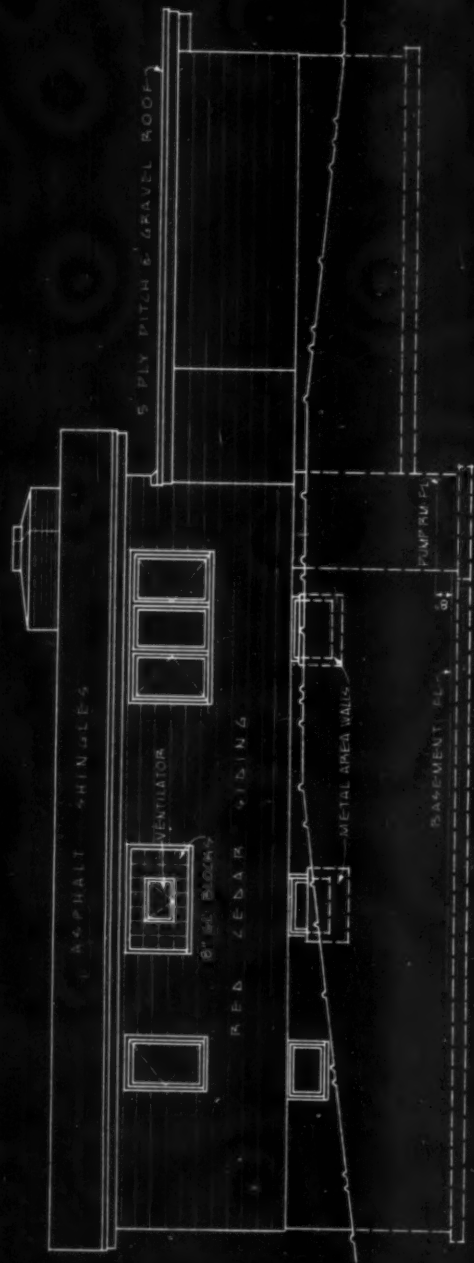
RIGHT ELEVATION

SCALE 1/8" = 1'-0"



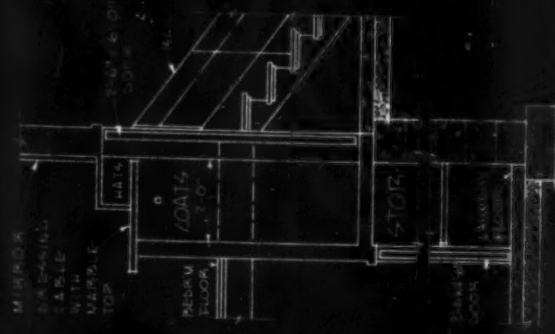
CABINET DIVIDER

SCALE 1/4" = 1'-0"



LEFT ELEVATION

SCALE 1/8" = 1'-0"



BATHROOM

SCALE 1/4" = 1'-0"

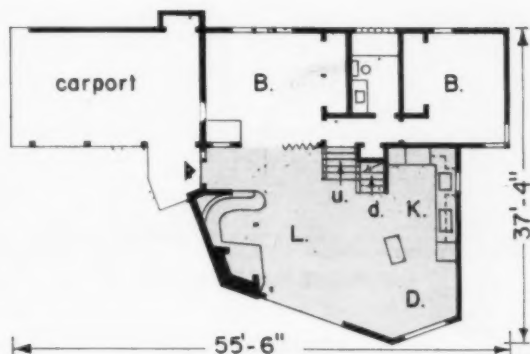


**THIS HOUSE TALKS LUXURY, continued**



**THIS ROOM** practically sold the house by itself, according to Enaco. Fireplace was popular.

## Here's where luxury talks loudest



**SETTING** top plate around living area took extra time, but lack of partitions more than made up for it.

**ORIGINALLY**, opaque plastic and stick-frame screen was to cover entire kitchen. Buyer chose small unit here.

**MAY 1958**



**They promote its "Hidden Values" ▶**

## THIS HOUSE TALKS LUXURY, continued



MANY sample boards are available free—especially when they're put to use like this.

## How Enaco helps sell houses by highlighting good construction with "Hidden Value" promotion

The promotion you see going on in the picture above helped Enaco, Inc., sell houses, and won them an award in AMERICAN BUILDER's "Hidden Value" merchandising competition last year. They did it by graphically telling home-seekers about products which couldn't be seen in the house. Items like sheathing, insulation, lumber, piping, and so on

are (1) identified by brand name, and (2) shown in sectional or cutaway displays.

Enaco looks at it this way. The men in each family are nearly always curious about the house's construction (especially when prompted by signs). They conclude that hitting hard at the "Hidden Value" theme tells their construction story best.

### GOOD PRODUCTS IN ENACO'S HOUSE

Ruberoid Lok-Tab shingles; U.S. Gypsum sheathing; Western Red Cedar siding; Pella windows; L.O.F. Thermopane; Paine Lumber doors; Schlage hardware; Robbins vinyl tile; Kitchen Maid cabinets; Formica countertops; Reynolds Aluminum vapor barrier; Crane water heater; American-Olean tile; Spi-Rol-Fin heat; Lightolier electrical fixtures; American-Standard plumbing fixtures; NuTone fan; Hobart dishwasher; WasteKing disposer; Chambers oven, range; Revco refrigerator; Ador sliding glass wall.

### QUANTITY MATERIAL LIST

House Area	Frame	Split Level
		1,050 sq. ft.
<b>CONCRETE WORK</b>		
Location	Actual	Actual $\pm 5\%$
Foundation Footing	230 cu. ft.	
Concrete Slabs	440 cu. ft.	
<b>CONCRETE BLOCK AND BRICKWORK</b>		
Location	Description	Amount
Walls	12" Block	710 sq. ft.
Walls	8" Block	830 sq. ft.

(Continued on page 172)

*How to install*

# STRIP OAK FLOORS

## over concrete slabs



① Spread mastic over waterproofed slab.

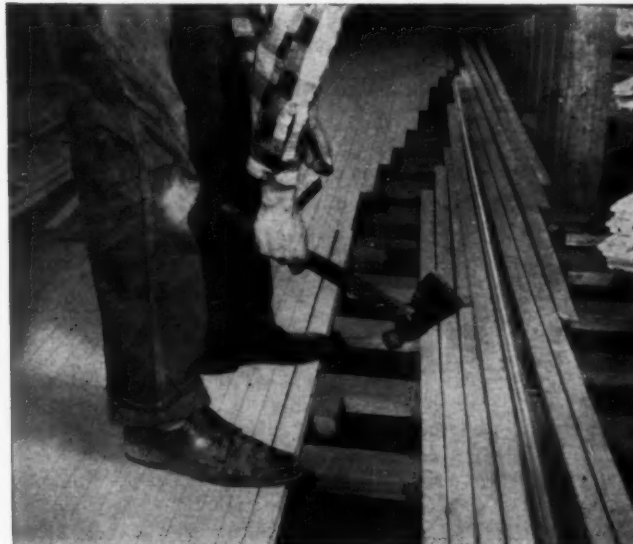


② Lay 2x4 screeds in staggered pattern.

Why take chances on flooring materials prospective home buyers may not like? Now you can have the sure sales appeal of Oak Floors in your slab-on-ground houses . . . and save time and construction costs.

The proven-effective "screeds-in-mastic" method of providing a sound nailing surface for Strip Oak Floors over concrete is used by builders throughout the country. It's as simple as the 1-2-3 steps shown here, and is fully approved by lending agencies.

Oak Floors give slab homes more warmth and comfort, plus exceptional beauty and durability. The "screeds-in-mastic" installation method makes them economically practical for even lowest-cost homes. Start using this system now. Mail the coupon below for your free copy of simple step-by-step instructions.



③ Nail Oak Flooring strips to screeds.



NATIONAL OAK FLOORING  
MANUFACTURERS' ASSOCIATION  
Sterick Building, Memphis 3, Tennessee

### Mail coupon for FREE Installation Manual

National Oak Flooring Manufacturers' Association  
822 Sterick Building, Memphis 3, Tennessee

Please send a free copy of "How to Install Hardwood Strip Floors over Concrete Slabs."

Name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_



THIS McCALL'S-SPONSORED HOUSE SHOWS . . .

## ... How tile warms up modern

**I**n Cincinnati, where modern design is still fresh enough to be fascinating, residents are taking time out to come see this house. Not many of them are going to buy it—or one exactly like it. The price is around \$60,000.

But these people are coming away from their tour through its rooms with new ideas—plenty of them. They're going to translate these new concepts into wants—for the next house they *do* buy. It would be well for builders to take a close look.

Starting with the family room directly above, the most conspicuous feature is the tile. This versatile product is finally working its way out of the bath, and about time. In this photo, it shows rather dramatically how it lends texture to a sheer design. There's plenty of color, too, to warm the room.

Now look at the kitchen, upper right. Here's everything at the touch of an electric button. The

house is a "Medallion" home; is wired for up to 200 amps, and has 29 circuits plus two spares.

Then, the people are seeing products in this house made by these leading firms: Mosaic Tile, Philip Carey, U. S. Gypsum, Reynolds Metals, General Bronze, American Window Glass, E. Van Noorden, Houze Glass, Mississippi Glass, Steelcraft, Yale & Towne, C. Hager, New Castle Prods., Overhead Door, Sherwin-Williams, Lennox, Frigidaire, F. E. Myers, NuTone, Miami-Carey; Lightolier; International Register, Minneapolis-Honeywell, General Electric, St. Charles, Crane, Moen, Westinghouse, Powers Regulator.

**DOMINATING** the house's exterior is its roof line. The purpose, according to architect Dick Wheeler, of Garber, Tweddell & Wheeler, was to soften the idea of a ranch design for traditional-house-minded Cincinnatians.



**VIEW** through kitchen here is into courtyard. Bringing the outdoors indoors—for real—is a slowly growing trend. Note drain on the floor at right. Housewife need never mop up—just squeegee water across floor to drain.

**THIS ROOM** really lives up to the home's billing: The McCall's Magazine Better Living House. Off-the floor fireplace is getting more popular. Its advantage: easier to lay the fire. Also, no need for hearth with tile floor.



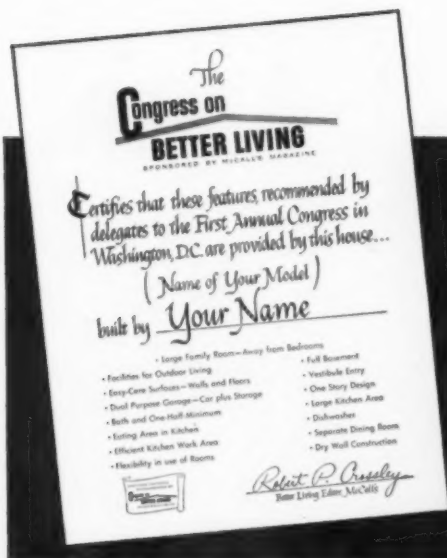
**WITH** 1,728 sq. ft. of living space to move around in, the family that buys it shouldn't feel cramped. Two-car garage (plus storage) is to the left and in front of the house (see photo below). Builder was Jacob Boettcher.



## design—inside and out



# McCall's announces the Congress on



The Del Rio 58, Joseph-Martin Homes, Syossett, N. Y.

## Long Island Builder Finds Response "Nothing Short of Miraculous"

Here's what Joseph Shapiro, president of Joseph-Martin Homes, Syossett, L. I., N. Y.,—the first builder to earn the Congress on Better Living Certificate—has to say about the program:

"There's only one thing that pleases a builder more than huge crowds of interested homeseekers. That's home buyers.

"I've been enjoying both for the past two weeks thanks, in large measure, to the Congress on Better Living certificate awarded to our Del Rio 58 ranch. Our crowds have been averaging better than 2,000 a week-end, regardless of weather. Our sales are rolling along at better than one-a-day pace.

"This kind of response would have been considered excellent even during the seller's market right after the war. But in today's soft housing market—well, it's nothing short of miraculous.

"All of you should be proud indeed of the way the public believes in McCall's—and looks to McCall's for the better things in life."

**JOSEPH SHAPIRO**  
President  
Joseph-Martin Homes

## HOW TO QUALIFY

**Exclusivity:** In the McCall's program, only one builder will be awarded certification at a given locality in each of the two price categories, under \$18,000 (not including land) and over \$18,000 (not including land). This protection will continue through March 1st, 1959, to safeguard the promotional advantage earned by certified houses. (The only exception to this exclusivity rule is in the case of large metropolitan areas, where two or more builders could enjoy and promote the certification of their houses with no serious competitive conflict. The panel of judges will decide in such cases.) Where houses are submitted for certification by two or more builders from the same city or town, and both merit certification in the same price category, the judges' decision will rule.

**Requirements:** For certification by the Congress on Better Living, a house must qualify as a good house, within the framework of criteria for evaluation covering exterior, site, plan, service features and extras. It must then provide features recommended by the Congress on Better Living delegates, a list of which is available to applicants. It cannot be certified unless both sets of requirements are satisfactorily met.

*The magazine of*

# BETTER LIVING

## home certification program

Here's a tested promotion and merchandising program that will allow you to earn the certification of The Congress on Better Living without building a specific house that may or may not suit the requirements of buyers in your locality.

The program is an outgrowth of the Congress on Better Living, sponsored annually by McCall's magazine as a successor to the original Women's Congress on Housing of the federal government.

Certification will be awarded to builders on an exclusive basis in each community. The program allows you to submit any style of house you plan to build this year, whether it is still in the planning

stage, under construction, or completed.

To earn the certification, the house must be of good design, and must embody features recommended by the delegates to the recent Congress on Better Living. (For further details, see box below).

The new McCall's program has already been tested with great success (see account of the Del Rio house, left). The Congress on Better Living Certificate will give builders who qualify an authoritative recommendation already recognized by home buyers as their assurance of a fine home. It is one more example of how McCall's, the magazine of Togetherness, works for the building industry.

### FOR THE CONGRESS ON BETTER LIVING CERTIFICATE

**Judging:** Houses submitted for certification by the Congress on Better Living will be evaluated by a distinguished panel of judges from the building industry:

Leonard Haeger, A.I.A., Technical Director, Levitt and Sons, Inc.

Ralph J. Johnson, Director, Research Institute, N.A.H.B.

Walter R. Browder, Editor, American Builder

Mrs. Riki Levinson, Delegate to Congress on Better Living

Robert P. Crossley, Better Living Editor, McCall's

Mrs. Mary Davis Gillies, Building and Decorating Editor, McCall's

Plans and fact sheet information received by McCall's before June 16th will be evaluated for certification by July 1st, 1958.

Builders will receive notification by letter when certification is awarded—the award will be valid until March 1st, 1959.

**Application Procedure:** Builder application facts sheets are available on request from the Better Living Dept., McCall's magazine, 230 Park Avenue, New York 17, N. Y. An application fact sheet must be completed for each house submitted, noting thereon those Congress on Better Living features listed which the builder feels are provided by the house being proposed. Along with the fact sheet, a complete set of working drawings plus any photos of the house that may be available are to be sent to McCall's, attention Robert P. Crossley, Better Living Editor.

The working drawings shall include plot, foundation, roof, floor, electrical, and heating-cooling plans, for example, as well as exterior wall details, and exterior and interior elevations.

An application fee of \$25 must accompany the application blank for each house submitted for certification, with checks payable to McCall Corporation. This fee will be re-

turned in case the certification is not awarded.

Builders whose houses are certified under the Congress on Better Living program will be listed editorially in McCall's September, 1958, issue with its circulation of over 5,300,000.

**Merchandising, Etc.:** McCall's provides an extensive array of promotional and merchandising assistance to builders who qualify for the certification program, including an official Congress on Better Living Certificate carrying the name of the builder, the house model or name, and the specific Congress on Better Living features the house provides to home buyers. This can be mounted and shown at the model home and it can be reproduced in advertisements and promotion pieces.

Logo ad mats of the official Certification symbol, model signs, directional signs, publicity releases and a variety of other merchandising aids are also available.

**DEADLINE: Plans and Applications must be received by June 16, 1958.**

*Togetherness*

*... circulation now more than 5,300,000*

# McCall's



**Cincinnati, Ohio**—Four views of model house show **AMERICAN LUSTRAGRAYS** glazing. **Architects:** Garber, Tweddell & Wheeler, AIA. **Builder:** Jacob Boettcher Company. **Glazier:** H. Neuer Glass Company . . . all of Cincinnati.

**McCALL'S  
Better Living House  
of 1958**





Home owners enjoy "indoor-outdoor" living  
in comfort and privacy  
with **american LUSTRAGRAY**  
**GLARE REDUCING SHEET GLASS**

Newly opened, this seven-room model house was built in the Cincinnati suburb of Wyoming, Ohio, under the sponsorship of McCall's magazine. It combines the best features of a European villa, an artist's studio, a Manhattan apartment, and contemporary American housing. Controlled daylighting through gray sheet glass is used to great advantage. It brings the outdoors inside, yet reduces solar glare and heat.

Two important housing problems are answered by this McCall's "Better Living House of 1958"—privacy and ease of upkeep. It is significant that AMERICAN LUSTRAGRAY was chosen to give exterior privacy along with interior comfort and excellent vision.

You can make your model homes, or any you build,

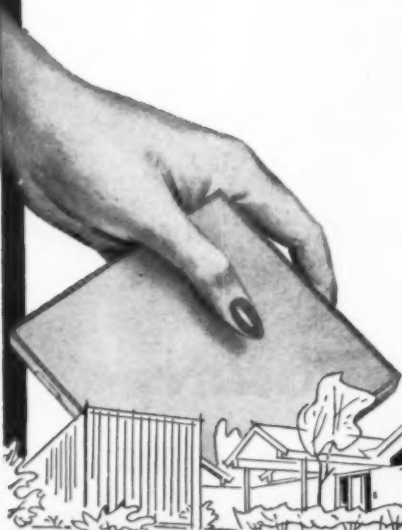
more visually appealing to home buyers by having windows and sliding glass doors glazed with AMERICAN LUSTRAGRAY. This is being demonstrated time after time by home builders in various parts of the country. LUSTRAGRAY, a neutral gray sheet glass, reduces sun glare 50%, minimizing eyestrain and fatigue. It reduces heat transmission. It makes a permanently attractive appearance. It's economical.

So, to give your homes an exciting sales feature that prospects can see, use AMERICAN LUSTRAGRAY. It is available through more than 500 glass jobbers. Thicknesses:  $\frac{3}{16}$ ",  $\frac{7}{32}$ ",  $\frac{1}{4}$ " Maximum size: 6' x 10'. Check your classified telephone directory for listing.



# Home owners want the better living Mosaic Ceramic Tile gives them

Throughout this idea-packed home for easy-care modern living, you and your customers will find the true means to "better living" . . . floors, walls, countertops and accessories of Mosaic Ceramic Tile. Feature easy-to-live-with, beautiful Mosaic Ceramic Tile in the homes you build and your selling's easier. Visit your nearby Mosaic Showroom-Warehouse with your tile contractor. Get the good tile service you need through the Mosaic Service Plan. Build "better living" . . . for better selling . . . into every home.



For free estimates on  
Mosaic Tile, see the  
yellow pages for your  
Tile Contractor, Ceramic



THE **MOSAIC**® TILE COMPANY

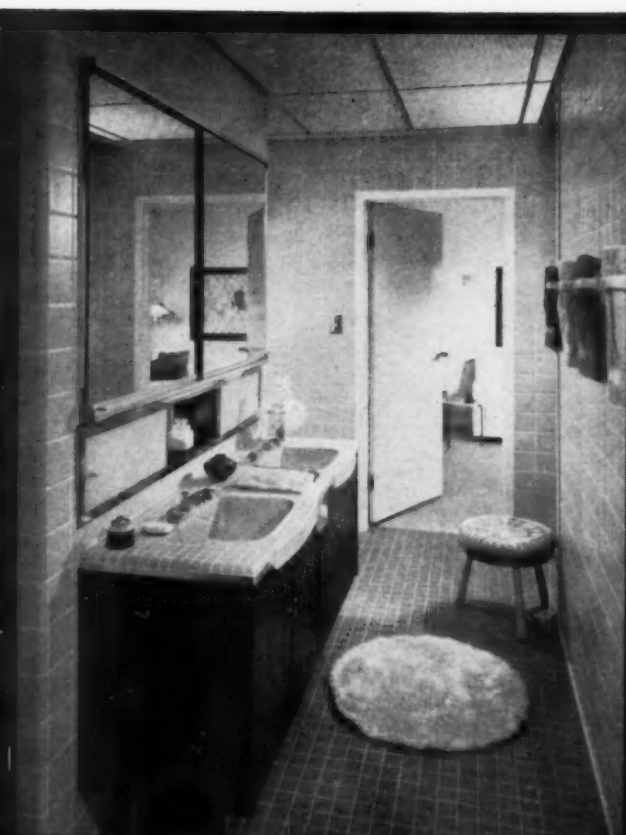
Member: Tile Council of America, Inc. and The Producers' Council, Inc. General Offices: Zanesville, Ohio. Factories, Warehouses and Showrooms from Coast to Coast. Dept. 35-27.

Featured in May **McCall's**

**McCALL'S HOUSE FOR BETTER LIVING**  
Cincinnati, Ohio

Architects: Garber, Twedell & Wheeler,  
A.I.A. Builder: Jacob Boettcher. Tile Contractor: Western  
Tile Co. Photos: Bill Hedrich, Hedrich-Blessing.





**MOSAIC**®

*"I wouldn't buy any home without a WASTE KING Dishwasher!"*





# The Payoff Departments

---

**New Products and Catalogs.....123 →**

Builders' supermarket for information on solderless aluminum gutters, other new products and catalogs.

**Buying Guide.....170 →**

What exterior finishes sell today?

**Technical Guide.....176 →**

This reinforced brick girder saved the builder \$4,000.

**How To Do It Better.....178 →**

Here are two substitutes for poured concrete footings.

**Cost Saver.....198 →**

You don't have to build in high heating costs.

**Ask The Experts.....200 →**

City engineer doesn't think truss is strong enough. Is it?

**Coming Events.....204 →**

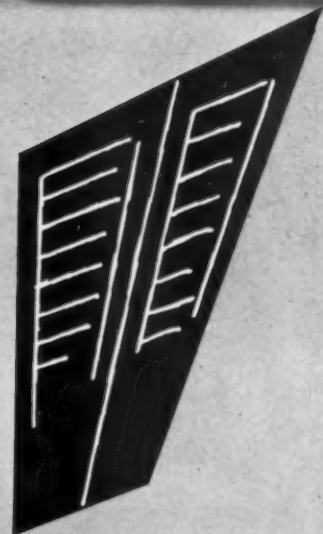
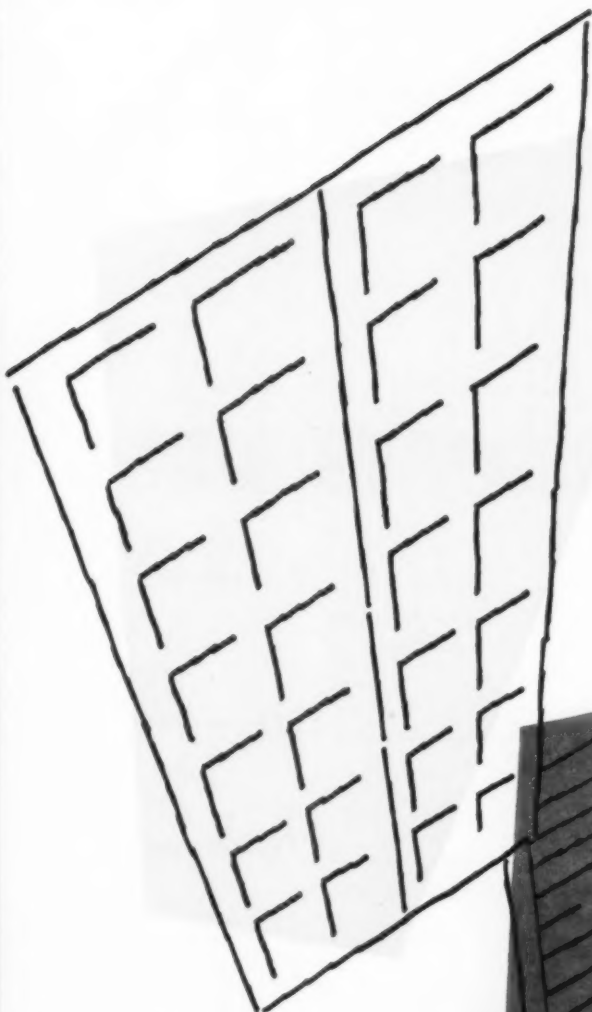
Check this list for meetings you want to attend.

**Better Detail of the Month.....216 →**

Unusual design and texture is achieved in commercial and residential construction with four basic concrete blocks.

**The Month Ahead.....224 →**

Things for builders to think about during June.



**NOW!**

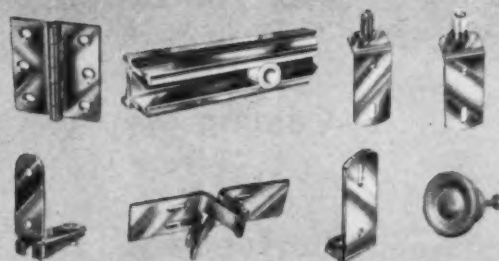
*Whisper quiet*

**bi-fold  
door  
hardware**

**BY DEXTER**

- For any wood door — plywood, composition, hollow core or louvered
- Adjustable to assure accurate door alignment
- No dirt-collecting bottom track — saves installation time, eliminates interference with carpet
- All parts surface mounted for quick, easy installation — no time-consuming mortising
- All parts except knob concealed from exterior view — hinges mounted on back of door, out of sight
- Nylon bearings at pivots and door guides for lifetime whisper-quiet, friction-free operation.
- Gives full access to closet, wardrobe or other opening — projects into room only one half as much as conventional doors
- Packaged in kits for two or four-panel installations — kits for six different size openings

Plus a host of other Dexter quality features that are outlined in a new illustrated brochure free to dealers. Write for copy.



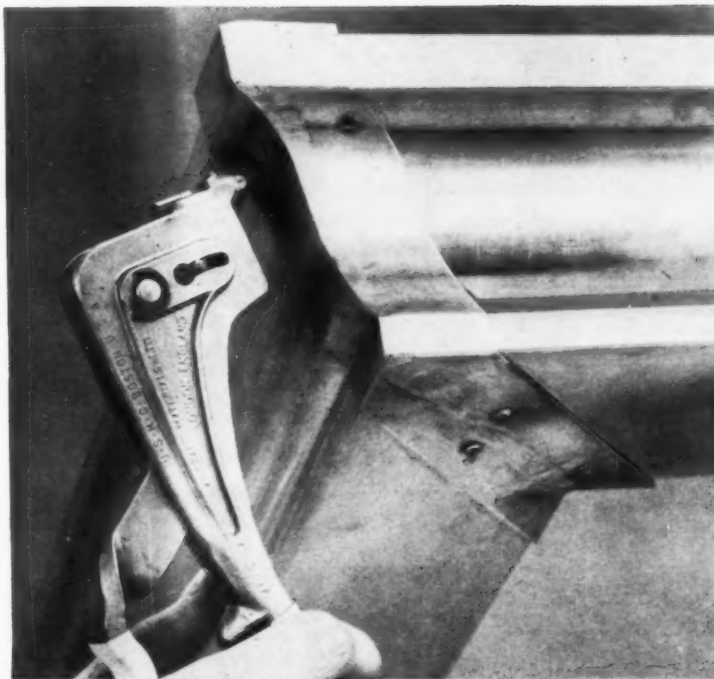
Everything necessary for quick, easy installation of smooth-working bi-fold doors in any opening

**DEXTER LOCK DIVISION**

Dexter Industries, Inc., Grand Rapids, Michigan

In Canada: Dexter Lock Canada Ltd., Galt, Ontario  
In Mexico: Dexter Locks, Plata Elegante, S.A. de C.V. Monterrey  
Dexter Locks are also manufactured in Sydney, Australia; Milan, Italy and Porto, Portugal

Here's  
a time-  
saver ...



SIMPLE HAND GUN blind rivets corner miter section of gutter system.

## ... solderless aluminum gutters

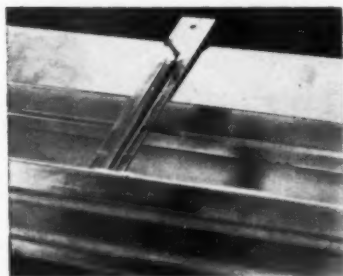
**T**his aluminum gutter system goes up fast. Installation is a simple and efficient process that cuts soldering time. Gutter sections are connected by cutting back the front and rear bead of one section. Two sections are then overlapped and blind riveted. A special gutter-

seal then completes the job.

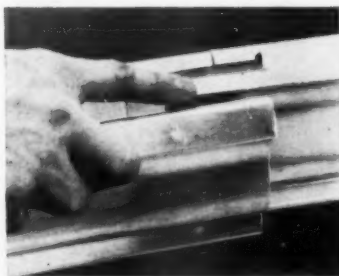
For corners, there's a new miter section only  $2\frac{1}{8}$ " wide that's just as easy to install. And for hanging there's a strap hanger and apron system that allows expansion and contraction during installation.

The gutter system is designed

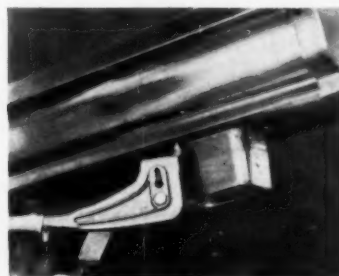
for both new and remodeling jobs. It's available in ogee style (top photo) or the familiar half-round style. Heavy gauge (.032) aluminum gives it greater strength, rigidity, and eliminates any painting problems. From Alcoa (No W1, p. 126).



**HANGER** hooks into front; apron fastens onto rear of gutter. No strips show from below.



**SECTIONS** are joined by cutting back eave, overlapping, then pop riveting. Special gutter seal is applied.



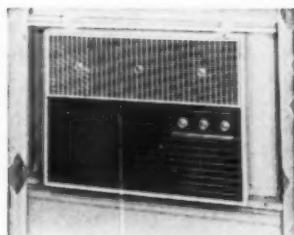
**EAVE TUBE** is put in by cutting hole in gutter, dropping tube through. Tube is then riveted and sealed.



### Clock fits a small space

Designed to fit into the drop ceiling of the modern kitchen, this rectangular-dial clock conserves space. In-A-Wall electric clock kits come in satin brass, copper, stainless, and black finish. Wisconsin Clock Co., Inc., Dept. AB, 921 S. Second St., Milwaukee 4, Wisc.

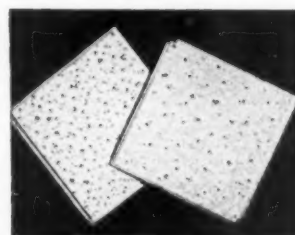
Circle No. W2 on reply card, p. 126



### A/c unit is extra thin

Room a/c unit can be installed at the top or bottom of double hung windows, in casement windows, or through the wall. Vertical unit is only 15 3/4" deep. Has thermostatic controls, special "dehumidi-coil." Frigidaire Div., Dept. AB, 300 Taylor St., Dayton 1, Ohio.

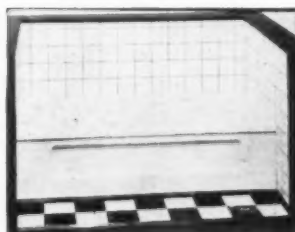
Circle No. W5 on reply card, p. 126



### Raises or lowers ceiling

Insulite tileboard has texture patterns of beige and gold on white. Open pattern for low ceilings, closed pattern for high ceilings; give optical illusion of raising or lowering ceiling. Minnesota & Ontario Paper Co., Dept. AB, 500 Investors Bldg., Minneapolis 2, Minn.

Circle No. W8 on reply card, p. 126



### One man installs this tub

Tub of Fiberglas reinforced plastic is so light it can be easily installed by one man. Weights are 18 and 25 lbs. for two models. Finish won't chip or mar, and tub is guaranteed not to warp, bend or break. In all standard colors. Sani-Glas, Inc., Dept. AB, Amsterdam, N.Y.

Circle No. W3 on reply card, p. 126



### Panel both walls and ceiling

Colorful plastic-finished wall and ceiling panels are hard, yet flexible. Soilproof plastic finish seals out dirt, grease and moisture. Paneling is easily cut and fitted into interesting designs. In colors, wood and marble patterns. Marsh Wall Products, Inc., Dept. AB, Dover, Ohio.

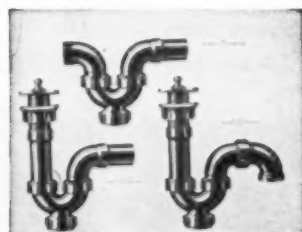
Circle No. W6 on reply card, p. 126



### Protects basement windows

Protective cover for basement window wells . . . a Plexiglas "bubble canopy." Keeps wells dry and clean, free of damp and dirt. Allows full passage of light. Measures 44" wide, 22" deep and 11" high. Accro Plastics, Dept. AB, 3272 W. Fullerton Ave., Chicago 47, Ill.

Circle No. W9 on reply card, p. 126



### Waste traps of polyethylene

Vulcathene - polyethylene waste traps are made in 1 1/2" and 2" sizes. Olympic traps are non-corrosive, acid-resistant. Come in "S", "P", "Q" and Running Form. American Vulcathene, Dept. AB, 625 S. Goodman St., Rochester 2, N.Y.

Circle No. W4 on reply card, p. 126



### Provides kitchen focal point

Kitchen Center provides focal point for kitchen. Nine foot unit serves as room divider or partition. Includes combo washer and dryer, dishwasher, range, and Disposall-equipped sink. G. E., Dept. AB, Appliance Park, Louisville 1, Ky.

Circle No. W7 on reply card, p. 126



### Sink is a time-saver

"Self-Rim" sink cuts installation time in half. Eliminates need for extra rims, frames or lugs. Is water-proof, and extra sanitary. It's a 32x 21" size, in 18 or 20 gauge stainless steel. Ekco Products Co., Sink Div., Dept. AB, Canton, Ohio.

Circle No. W10 on reply card, p. 126



You are entering the **American Builder**

# Supermarket



Help yourself to everything you want in new information and literature about new products shown on the pages ahead. This is one-stop shopping for ideas. Instead of writing a dozen different manufacturers, just circle the numbers on the other side of the card below . . . then drop it in the mail (no stamp needed). **AMERICAN BUILDER** will forward your request to each manufacturer, who will send you complete data free of charge. Get your pencil out and help yourself . . .



## BUSINESS REPLY CARD

First Class Permit No. 153, Sec. 34.9, P. L. & R., New York, N. Y.

5 cents Postage will be paid by

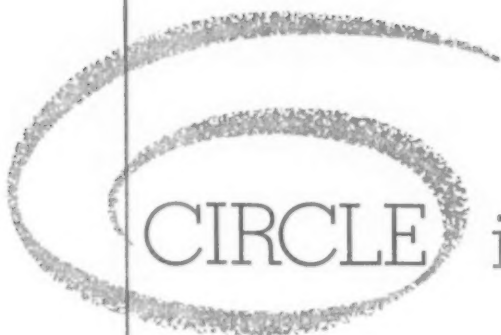
**Business Manager**

**AMERICAN BUILDER**

**30 Church St.**

**New York 7, N. Y.**





CIRCLE items below

...and mail this  
postcard today

FREE INFORMATION . . .  
on PRODUCTS & EQUIPMENT

## FREE INFORMATION - ON PRODUCTS and EQUIPMENT

### NEW PRODUCTS

- W1 Alcoa gutter system
- W2 Wisconsin Clock Co., Inc.
- W3 Sani-Glas, Inc. tub
- W4 American Vulcathene traps
- W5 Frigidaire a/c unit
- W6 Marsh Wall Products panel
- W7 G. E. "Kitchen Center"
- W8 Minnesota & Ontario Paper Co. fileboard
- W9 Accra Plastics window wall cover
- W10 Ekco Products sink
- W11 Azrock Products Div. tile
- W12 Douglass Mfg. hearth form
- W13 Burns Air King range hood
- W14 Admiral vacation cottage
- W15 Consolidated General folding door
- W16 Klassen can opener
- W17 Autoyre bath accessories
- W18 Paddock masonry finish
- W19 Walter Maguire band
- W20 Coleman Co. a/c system
- W21 Philco Corp. oven unit
- W22 Ridge Door Co. door
- W23 Fleet of America door
- W24 Kawneer Co. facing
- W25 Formica blocks & planks
- W26 Johns-Manville Flexboard
- W27 Midget Louver Co. louver
- W28 Penn Metal Co. Steeldex
- W29 St. Regis Panelite storage unit
- W30 St. Charles waste container
- W31 Dayton coil ties

### SWIMMING POOL CATALOGS

- W32 Landon, Inc.
- W33 Modern Swimming Pool
- W34 Nat'l Pool Equipment Co.
- W35 Paddock Pool Equipment
- W36 Amcrete Corp.
- W37 Cascade Pools

### CATALOGS

- W38 Titus Mfg. Corp. grilles
- W39 Cincinnati black flooring
- W40 Kaiser Mfg. Tile Set
- W41 Flexicare acoustical materials
- W42 Mansfield plumbing
- W43 Security Sash & Screen Co. storm doors
- W44 Wakefield Co. lighting
- W45 Logan Co. ornamental iron
- W46 Masonite Duowall System
- W47 Homasote ceiling system
- W48 R. S. Bacon Panawall
- W49 West Coast Lumbermen's Assn. house painting
- W50 David White Instrument
- W51 Arco Lumber fences
- W52 Goldblatt Tool Co. tools
- W53 Nat'l Gypsum Co. sheathing
- W54 LeTourneau-Westinghouse
- W55 Whitacre-Greer masonry system
- W56 Nat'l Lumber Mfgs. Assn.
- W57 Oliver Corp. scraper
- W58 Red Cedar Shingle Bureau
- W59 Virginia Lee Homes, Inc.

- W60 Lyoncraft sinks
- W61 Tamco Corp. furnaces
- W62 L. Sonneborn Sons, Inc.
- W63 Kaiser Aluminum & Chemical Sales screening

### BUILDING CUSTOM EXTRAS

- W64 Cascade Pools

- W65 Internat'l Swimming Pools
- W66 Wahlstrom Bros., Inc.

### BUYING GUIDE

- W67 Ther-Ma Roof system
- W68 Olympic Stained Products siding
- W69 Shake-A-Ply Co. siding

- W70 Celotex Corp. shingles

### WESTERN PRODUCTS

- W71-w Gladding, McBean ceramic veneer
- W72-w Davis Steel Products
- W73-w Woodfold doors
- W74-w Pioneer garbage disposer

Mail This Postcard Today—We Pay the Postage  
Act Now!—Service on This Card Expires in 90 Days

MAY, 1958

NAME (Please print) \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_

ZONE \_\_\_\_\_

STATE \_\_\_\_\_

### PLEASE CHECK YOUR FIELD OR OCCUPATION

- |  |   |
|--|---|
| <input type="checkbox"/> Builder or Contractor             | <input type="checkbox"/> Distributor        |
| <input type="checkbox"/> Sub-Contractor or Building Trades | <input type="checkbox"/> Finance            |
| <input type="checkbox"/> Building or Planning Own Home     | <input type="checkbox"/> Realty             |
| <input type="checkbox"/> Architectural                     | <input type="checkbox"/> Organization       |
| <input type="checkbox"/> Engineering                       | <input type="checkbox"/> Government         |
| <input type="checkbox"/> Manufacturer or Producer          | <input type="checkbox"/> Student or Teacher |
| <input type="checkbox"/> Other                             |   |

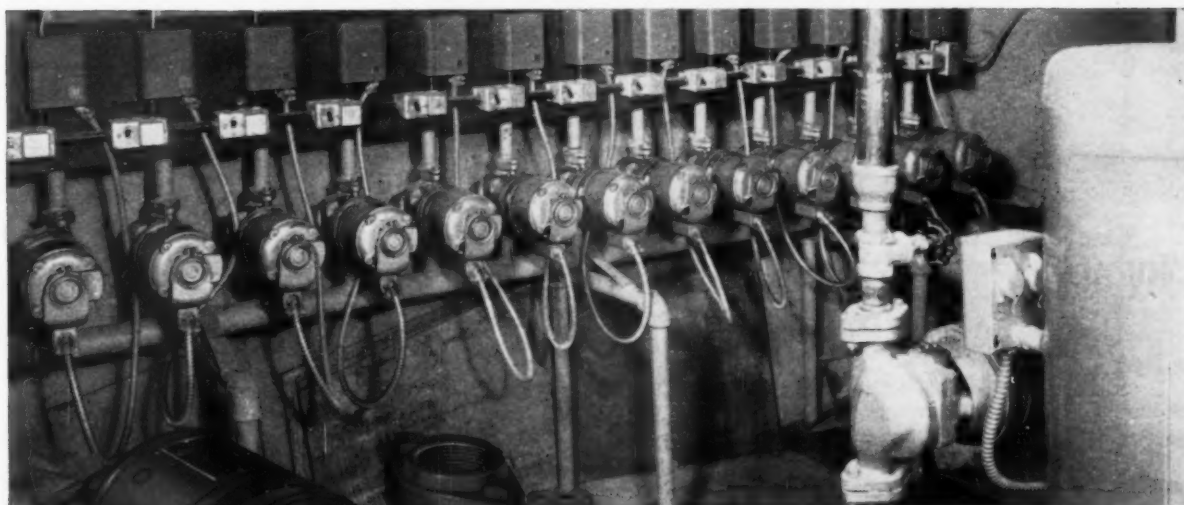
I wish to enter a subscription to American Builder for one year (\$3.50) ☐

3 years (\$7) ☐ New ☐ Renewal ☐

Signature \_\_\_\_\_



## ...FINDS *hydronics*\* THE ANSWER TO MOTEL HEATING PROBLEM



*B&G Hydro-Flo System installation in Tulip City Motel, Holland, Michigan*

### B&G BOOSTER

#### THE STANDARD OF COMPARISON

The prime requisite of a forced hot water heating pump is quiet operation! In this respect the B&G Booster is completely outstanding...in every detail it is designed to eliminate noise.

Motors are specially built units... alloy steel shafts are oversized, affording large bearing surfaces. Extra long sleeve bearings promote smooth, quiet operation and spring-type couplers further dampen noise and vibration. The extremely hard seal positively prohibits water leakage into the bearings.

\*Hydronics...the science of heating and cooling with water.

While motel heating is notoriously difficult because of rambling construction and irregular occupancy, the B&G *Hydro-Flo* System provides a practical and economical solution.

The motel illustrated above was originally heated with individual room space heaters. Two years ago the heating method was completely revamped by installing a B&G *Hydro-Flo* System with baseboards as the heat distributors. Each of the rooms is on a separate zone, served by a thermostatically controlled B&G Booster. The owner reports a great improvement in comfort, with temperatures properly controlled and operating costs low.

*The only practical way to zone-control the heating of both conventional and split-level homes*

With a minimum of simple, dependable equipment, the B&G *Hydro-Flo* System can be zoned to most economically meet the heating needs of modern homes.



## **Hydro-Flo SYSTEM**

### **BELL & GOSSETT**

C O M P A N Y

Dept. FG-11, Morton Grove, Ill.

Reg. U.S. Pat. Off.

Canadian Licensees: S.A. Armstrong, Ltd., 1400 O'Connor Drive, Toronto 16, Ontario



Herbert Richheimer, right, shows customer wood panelling samples.

## "By actual check, 5 calls a day come from our Yellow Pages advertising"

says HERBERT RICHHEIMER, Hicksville, L. I., N.Y.

"We know an average of five calls a day come from our ads in the Yellow Pages. Our telephone operators always ask prospects how they found our firm.

"That's why we have increased our advertising in the classified from \$21.00 a month to about \$200 a month."

Mr. Richheimer does a million dollar business in home improvements and alterations. He comments: "I am sure the continuous promotion

of the Yellow Pages on television, in newspapers and magazines is one of the reasons why our advertising in the classified is so successful."

Home owners and home planners use the Yellow Pages of the telephone directory as their buying guide. Be sure they see your advertising there when they are ready to order. Your telephone business office will help you get the most out of your investment in the Yellow Pages. Call today for information!

### HERBERT RICHHEIMER, INC.

- ATTICS • DORMERS • BASEMENTS
- GARAGES • EXTENSIONS

SEE OUR "FANTABULOUS" SHOWROOMS  
ACTUAL SCALE MODELS OF  
HOMES WITH INTERCHANGEABLE PARTS  
ON DISPLAY

CALL FOR FREE ESTIMATES

## WElls 8-3230

416 JERUSALEM AVE.

HICKSVILLE, L. I.

THIS DISPLAY AD (shown actual size) is under *Contractors-General*. Similar ads under other classifications plus several listings account for an average of five calls a day.

### NEW PRODUCTS . . .



#### Color tones in flooring

Three terrazzo tones have been added to the Vina-Lux reinforced vinyl tile line. Color keyed for wider decorating selection, tiles come in 9"x9" size, 1/16" thickness. Azrock Products Div., Uvalde Rock Asphalt Co., Dept. AB, Box 531, San Antonio, Tex.

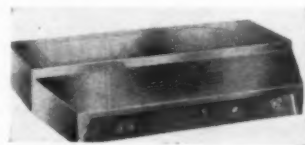
Circle No. W11 on reply card, p. 126



#### How to build a fireplace

Heat circulator, or hearth form makes any fireplace effective. Heating chamber may be mounted flush with or lower than top of hearth, ducts are concealed in sides, and grills mounted on front or side of fireplace. Douglass Mfg. Corp. Dept. AB, P. O. Box 905, Los Gatos, Calif.

Circle No. W12 on reply card, p. 126



#### A hood plus a radio

Built-in radio in kitchen range hood provides easy access to radio. Also saves valuable counter space. Advantages of economical flip-top installation include mitered edge design and 3-speed push-button control. Berns Air King Corp., Dept. AB, 3050 No. Rockwell St., Chicago 18, Ill.

Circle No. W13 on reply card, p. 126





SAVAGE AND VER PLOEG, DES MOINES, IOWA, ARCHITECTS



### IMPRESSIVE DESIGN EFFECTS

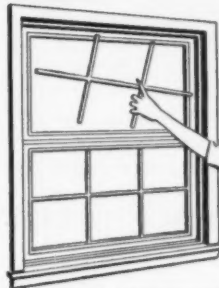
are readily achieved at low cost with PELLA MULTI-PURPOSE WOOD WINDOWS. One reason is they combine so well with panel wall construction. Under-screen Operator with GLIDE-LOCK® feature at no extra cost. See PELLA WINDOW CATALOG in Sweet's or send coupon. Distributors throughout U.S. and Canada. Consult classified telephone directory.

## WOOD MULTI-PURPOSE WINDOWS

MAY 1958

### NEW REMOVABLE MUNTIN FEATURE

Snap-in, snap-out muntins speed window cleaning and painting. 3 different styles enable you to vary appearance of tract built homes.



**ROLSCREEN COMPANY, Dept. J-79, Pella, Iowa**

Please send literature on PELLA WOOD MULTI-PURPOSE WINDOWS and REMOVABLE MUNTIN FEATURE.

NAME

FIRM

ADDRESS

CITY  ZONE  STATE



# ALL IN HAND

Many basic building services . . . which, in the past, you had to arrange and pay for *separately* . . . are delivered to your jobs with your Inland Home Packages.

Inland Homes give you professional design, top notch engineering and precision manufacturing. They are delivered to your job sites on schedule, eliminating inventory and warehousing problems and expense. As an Inland dealer, you'll benefit from our liberal cooperative advertising program, our free newspaper mat service and many other Inland Sales Promotion helps.

Inland offers a wide selection of models for basement,

crawl-space or slab, 2, 3 or 4 bedrooms, 1 or 1½ baths, carports, 1 or 2 car garages. Factory-assembled room-size exterior wall sections, 2 x 4 studs, 16" o.c., with factory-applied horizontal siding, double-course cedar shakes or boards and battens. Double-hung windows, exterior doors, hardware installed. Complete gables, assembled trusses, plywood roof sheathing, asphalt shingles.

Exterior doors, trim, cornice, soffits prime painted. Factory-assembled interior partitions, 2x4 studs, 16" o.c. Fiberglas insulation. Youngstown Monterey kitchen cabinets and dishwashers, Tappan built-in ovens and coun-



# before you start

tertop ranges, Westinghouse Space-Mates washer-dryer combinations. Modernfold doors, Overhead garage doors.

More than 200 Inland Home Packages, all clearly priced, give the variety you need to sell practically any home buyer. Our two plants give you quick delivery. Through Inland Mortgage Corporation, we offer financing plans to fit all builders' needs.

Let's get together. Get our new 1958 Component Package Price List. Visit, call or write either of our offices. Inland Homes Corporation, Box 915, Piqua, Ohio (Phone: Prospect 3-7550) and Box 137, Hanover, Penna. (Phone: Melrose 7-6681).



# INLAND HOMES

*Inland Homes*  
CORPORATION

Three small, stylized icons of houses are positioned below the word 'HOMES' in the main title.



## ELECTRIC PLANT NEWS



### Here's how Onan Portable Power pays you added profits!

#### **Gives you cost-cutting power on the job . . . from the start**

Carry, truck or wheel in an Onan and you're all set with plug-in power for the whole crew. No wasting time with hand tools . . . no waiting for utility lines. If you're not using electric power *full time* chances are you're losing more money than the cost of several Onan plants.

#### **4-cycle, season-long dependability**

Onan plants are rugged . . . built to take abuse from weather and workmen. Special cast-iron block Onan engine and drip-proof all-climate Onan generator are direct-connected in a rigid, compact, smooth-running unit. Out-perform and outlast "assembled type" plants using general purpose engines. *Special contractor models from 500 to 10,000 watts.*

**New folder helps you choose the right model for your job. Write today!**

*See your distributor for a free demonstration*

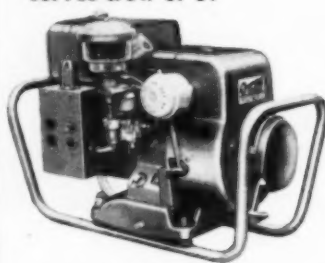
**D. W. ONAN & SONS INC.**

2522A University Ave. S.E., Minneapolis 14, Minnesota

ELECTRIC PLANTS • AIR-COOLED ENGINES • KAB KOOLER • GENERATORS



#### **2500-watt model serves crew of 3!**



**Model 205AJ-1P**, most popular Onan unit with residential contractors. Complete as shown with 4 plug-ins, pilot light, carrying frame, recoil starter . . . ready to run. Dolly-mounted model also available.

## NEW PRODUCTS . . .



#### **Cottages can boost sales**

Summery four-bedroom cottage above is one of a new line of Ranch Plank Cottages. Series includes six floor plans in two basic designs. Constructed of 2" thick vertical siding planks. Admiral Homes Inc., Dept. AB, West Newton, Pa.

Circle No. W14 on reply card, p. 126



#### **Adds ventilation control**

Adjustable vertical louvers on wood folding doors provide better control of both air and light. When louvers are open, door creates attractive, see-through partition. In closed position, forms sound-resistant, wall section. Consolidated General Products Co., Dept. AB, 24th & Nicholson Sts., Houston, Tex.

Circle No. W15 on reply card, p. 126



#### **Sales extra for kitchens**

A convenience item for up-to-date kitchens is this electric can opener. New work-saving appliance is available as a wall-mounted or built-in unit. Canoelectric opens any size or shape can. Klassen Enterprises, Inc., Dept. AB, 22105 Meekland Ave., Hayward, Calif.

Circle No. W16 on reply card, p. 126





## Remodeling prospects are saying it with orders for ceilings of new Gold Bond Tile !

Profitable remodeling jobs—residential and commercial—are easier to sell with these *new* nationally advertised Gold Bond Ceiling Tiles. The fresh, high-style designs are what your remodeling prospects are looking for. With a choice of eight kinds, you can satisfy every taste and job requirement. Painted bevels soften joint lines and improve the appearance of the finished job.

New, stronger edge-design saves you application time. Flame-resistant factory coating saves cost of painting. And when you tell your prospects how these popular *new* tiles insulate, decorate and quiet rooms all at the same time, you're well on your way to another order.

For full details and for samples to show your prospects, see your Gold Bond® Representative or write Dept. AB-58, National Gypsum Company, Buffalo 2, New York.



Tiles shown are (from top):

Decor Jackstraw  
Made in 1- and 2-tone (used in room shown)  
Decor Crackle  
Decor Romanesque  
Silentex  
Plain Ivory-White  
Full Random Acoustamatic  
Regular Acoustamatic



Something New-New-New from Rangaire!  
the exciting "Slim Line-Trim Line"

# Rangaire

MODEL UC **600** KITCHEN  
RANGE HOODS

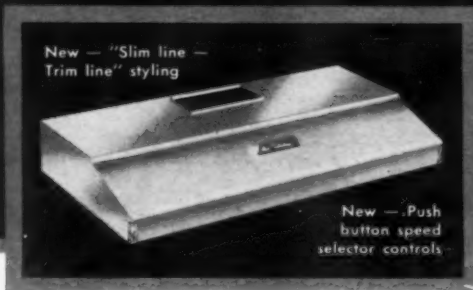
New — Recessed double  
light unit



New — Extra power-  
ful, space-saving, horizontal-  
type exhaust unit. Extra large  
aluminum foil filter.

All matching color  
accessories ready  
to install included  
in price of hood

New — "Slim line —  
Trim line" styling



New — Push  
button speed  
selector controls

**Give Your Kitchens the Custom Quality Touch to  
bring out that "love at first sight" look  
in Mrs. Home-Buyer of '58**

Completely new in design with smart push-button selector controls, new space-saving, extra powerful exhaust unit, and that very new "slim line—trim line" look so wanted by today's more discriminating home buyers. And — right now millions of people are being pre-sold on the Rang-

aire Brand with the largest advertising campaign in its history, putting them in that ready-to-buy mood when they discover that Rangaire in your home. Visit your Rangaire dealer today. See it—Install it—Sell it! The Rangaire 600 will be a tremendous Sales Clincher in any home.

**FREE** Color Booklet of complete Rangaire line. Write  
Roberts Manufacturing Company; Cleburne, Texas;  
**DEPT. A.**

Available in white or coppertone baked  
enamel and all major appliance colors.

**advertised in  
LIFE**

# Rangaire

FOR BETTER LIVING AT HOME

## NEW PRODUCTS . . .



### Accessories have Midas touch

Luxury Line of bath accessories comes gold-plated in three distinctive patterns. Provide decorator's touch to bathroom decor. Popular items shown are towel ring, bar, soap dish, and toothbrush and tumbler holder. Easily installed. Autoyre Co., Dept. AB, 221 N. La-Salle St., Chicago 1, Ill.

Circle No. W17 on reply card, p. 126



### Gives hard finish to masonry

This stain-resistant, water-repellent plaster aggregate produces an extra hard white finish. Requires minimum of maintenance. For use on swimming pools, interior or exterior walls. Paddock Seablue Pool Equipment, Paddock of Texas, Inc., Dept. AB, P. O. Box 7071, Dallas, Tex.

Circle No. W18 on reply card, p. 126

### Concrete repairs are lasting

Concrete floor repair jobs stand up under stress with Emery-Bond non-reversing neoprene bonding material. Holds heavy duty concrete resurfacing material to old floor. Test results show tensile strength, shearing and impact resistance. Walter Maguire Co., Inc., Dept. AB, 60 E. 42nd St., N.Y. 17, N.Y.

Circle No. W19 on reply card, p. 126



"Chroma-Shake  
Permanized siding  
and shadow line  
speed up the sales  
of our homes!"

*says Mr. Fred C. Sproul, Jr., President,  
American Builders, Inc., Colorado Springs, Colo.*



Security Homes, a development of American Builders, Inc., is a fine example of a Gold Bond Chroma-Shake Siding application. Mr. Sproul says:

"By applying Chroma-Shake over wood furring strips we achieve the rich, true shadow line today's modern home owners demand. This effect, coupled with the natural shake texture of Gold Bond Chroma-Shake Siding, gives us the most desirable-looking homes *at the least cost*. Quality plus economy is a pretty hard combination to beat!"

Builders and customers both like the way Gold Bond colors are locked in with exclusive "Surfaseal" Finish. Chroma-Shake is PERMANIZED — pre-shrunk at the factory — and bears the Good Housekeeping Seal of Approval.

Speed up *your* home sales with Gold Bond® Chroma-Shake Siding. See your Gold Bond representative or write Dept. AB-58, National Gypsum Company, Buffalo 2, New York.



**NATIONAL GYPSUM COMPANY**

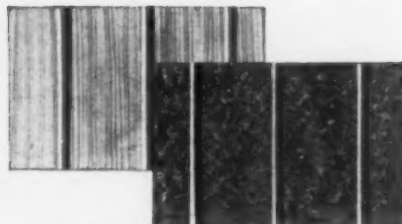


# MASONITE

Makes the News



1. Shadowvent®.  
Revolutionary system for lap siding.



2. Panelgroove®. Smooth with vertical grooves.  
Also Ridgegroove® with vertical striations.

## For more design freedom, choose dense MASONITE hardboard exteriors

You don't have to settle for just one design in order to get the many advantages of Masonite® exterior panels.

You can choose any of the handsome panels shown above—or a combination of them—to carry out the architectural effect you want. You'll avoid "look-alikes" in a group of houses and you'll create the solid value your customers are looking for.

And we do mean *solid* value. These knotless, grainless hardboards are really tough. They're made of wood, but are considerably denser. This high density minimizes damage in application...makes them more resistant to surface injuries.

They take and hold paint quickly, beautifully...repainting is extra years away. Summer and winter, over the years, they put up a solid front against the weather.

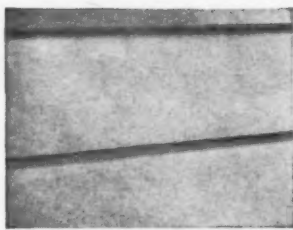
You can see what Masonite exterior panels have done for other homes—in a colorful booklet we'll be glad to send you, free. Just mail the coupon. Ask your lumber dealer about these cost-cutting house beautifiers.



### GIVE IT THE HAMMER TEST!

Place one of Masonite's dense siding products on a flat surface. Hit it hard with your hammer... observe the results. Do you know of another house siding that can stand this kind of punishment?

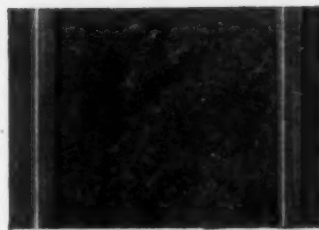




3. Lap Siding.  
With or without Shadowline wood strips.



4. Ridgeline® striated surface—  
in panels, siding or shingles.



5. Tempered Presdwood®, 4' x 8' panels,  
to use with battens.



MASONITE CORPORATION  
Dept. AB-5, Box 777, Chicago 90, Ill.

Please send me your free brochure illustrating and listing the  
specifications of Masonite exterior panels.

Name.....

Firm.....

Address.....

City.....State.....

Zone.....County.....

©Masonite Corporation—manufacturer of quality panel products.

# STANLEY

## Electric Tools

### NEW



### 1/4" & 3/8" DRILLS

**5 new models, approved for heavy-duty use—only \$24<sup>95</sup> to \$44<sup>95</sup>**

Stanley's new 130-series drills have been tested and approved for industrial use. Yet they're priced about the same as most *non-industrial* drills. And here's what you get:

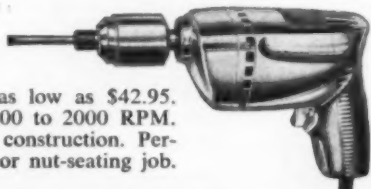
- Ball-bearing construction\*
- Low temperature rise
- Capsule brush mounting
- 3-Wire cord
- Non-slip pistol grip and grooved housing
- Precision 3-jawed chuck

\*All models except H132

Here is the drill value you've waited for—long enough. Try out the 130 series at your dealer's today. For free catalog write: Stanley Electric Tools, Div. of The Stanley Works, 105 Myrtle St., New Britain, Conn.

*Prices slightly higher in Canada*

**NEW POWERDRIVERS**—priced as low as \$42.95. Available in 5 speeds from 600 to 2000 RPM. Heavy-duty and ball-bearing construction. Perfect control for every screw- or nut-seating job.

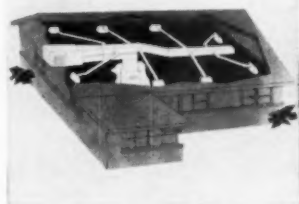


**AMERICA BUILDS BETTER AND LIVES BETTER WITH STANLEY**

# STANLEY

This famous trademark distinguishes over 20,000 quality products of The Stanley Works—hand and electric tools • builders, industrial and drapery hardware • door controls • aluminum windows • stampings • springs • coatings • strip steel • steel strapping—made in 24 plants in the United States, Canada, England and Germany.

## NEW PRODUCTS . . .



### Polar-Solar Pak cuts costs

Packaged system makes all-year a/c economical. Of three components: furnace, cooling unit and air distribution system. Operates by single control; for two- and three-bedroom houses. About \$1,000 installed. Coleman Co., Dept. AB, 250 N. St. Francis St., Wichita, Kans.

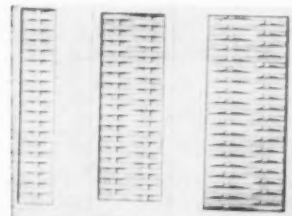
Circle No. W20 on reply card, p. 126



### Two-in-one oven for '58

"Split-Level" unit has separate meat and pastry ovens. Of stainless steel, it's easily installed on a 24"-wide base cabinet. Glass door shows full-width rotisserie in position. Top of oven pastry drawer has glass panel. Philco Corp., Dept. AB, Tioga and "C" Sts., Philadelphia 34, Pa.

Circle No. W21 on reply card, p. 126



### Doors add luxury look

Decoratively different, interior doors have a basket weave construction. Permit excellent ventilation. They're 1 3/4" thick with 1/4" hard-board woven slats. In all standard sizes; in folding, sliding, and hinge doors. Ridge Door Co., Dept. AB, Monmouth Junction, N.J.

Circle No. W22 on reply card, p. 126

# Serving Time is Any Time with the **TOASTMASTER HOT-FOOD SERVER**

Kitchen serving centers can be "leisure centers" when you specify a Toastmaster Hot-Food Server—the first really new major kitchen appliance in years! It's more than a time and work-saving kitchen helper... it opens the door to a new mode of gracious living! Now complete meals can be cooked in advance and kept piping-hot and oven fresh for hours, ready for serving at a moment's notice! Dinner parties can be a genuine pleasure when the hostess has a Hot-Food Server in her kitchen. She can cook ahead at her convenience—then relax with her guests until serving time!

But the Toastmaster Hot-Food Server sparkles brightest in regular every-day meal preparation. Dinner can be cooked while the children are still in school and kept at the peak of perfection for later serving. And even if Dad is late, his meal will be as tasty and appetizing as if he were home on time.

Add exciting new glamour and utility to your kitchens with this versatile, sales-building appliance—proved for over 30 years as the food serving secret of leading restaurants and hotels. Send coupon for data.

**EASY TO INSTALL!** The Toastmaster Hot-Food Server fits standard 24" base cabinets, operates on 110-volt circuits. "Built-in" unit design permits custom installation.

**EASY TO USE!** "Fingertip Controls" easy to reach, simple to operate. Precision thermostat maintains proper temperature automatically... uses current only as needed! Adjustable controls keep soft foods moist, crisp foods crisp... foods keep hot without drying or overcooking! Signal light tells when appliance is in use.



## TOASTMASTER



"TOASTMASTER" is a registered trademark of McGraw-Edison Company, 1958



Toastmaster Products Division  
McGraw-Edison Company, Elgin, Illinois

Please send me complete information and specifications for the new Toastmaster Hot-Food Server and the name of my nearest distributor.

Name

Company

Address

City  Zone  State

AB-58

# GIANT NEW DOUBLE OVEN



*for  
May Deliveries*



With exclusive new Verti-View Window and almost 10,000 cubic inches of cooking space. 6 rack positions in upper oven... 5 in lower.



# NOW YOU CAN DELIVER ALL THE FEATURES MOST WOMEN WANT IN A BUILT-IN RANGE!

## suburban

*America's Finest Built-In Range*

*...At a price  
you can go to town with!*

The all new Suburban packs your kitchens with compelling, action-getting value. Suburban is solidly studded with every feature women have said they want—from the crisp new design to the amazing new electric double oven. Yet Suburban is realistically priced—aimed right at your tougher-than-ever "buyer's market." Don't gamble. Plan *now* on Suburban for May delivery. Install the built-in range you *know* will pull for you—right down to the closing!

### *Gas or Electric Interchangeable Units*

One size opening fits all corresponding models of Gas and Electric Ovens and Cook-Tops.

### *Compare these Suburban Features with any other Built-In Range*

Electric Suburban has two giant automatic ovens, independently controlled. Bake in both ... broil in both ... bake and broil at the same time ... fully automatic. Both Gas and Electric ovens feature almost 10,000 cubic inches of cooking space yet occupy only 24" of wall space.



- Exclusive New Verti-Vue Window — shows racks in all 6 positions!
- Rotisserie
- Automatic Top Burner Control
- Duo-Cook Griddle
- Extra Burner Under Griddle
- Space-Making Griddle Cover
- Interchangeable Color Panels
- Automatic Clock
- Eye Level Control Panel
- Wide Choice of Cook-Tops
- Automatic Oven Temperature
- Independent Oven Lamp Switch
- Thermostat on Each Oven
- New-Design Oven Racks
- New-Design Door Handles
- New-Design Broiling Tray
- Full Fiberglass Insulation
- Completely Porcelain Enameled
- Fiberglass Door Seal
- Water-Tight Cook-Top Installation
- Front or Top Mounted Cook-Top Controls
- 8-Position, 7-Heat Switches
- Choice of Oven Sizes
- Stainless Steel & 8 Colors
- Center Simmer Gas Burners
- New Burner Grates & Bowls
- All Porcelain Burner Box
- Hyperdermic Instant Pilot
- 6 Oven Rack Positions in Upper Oven
- 5 Oven Rack Positions in the Lower
- Recessed, Enclosed-Type Oven Elements
- Built-In Oven Vent
- Automatic Broil Stop Positions on Doors

## suburban

*America's Finest Built-In Range*

*Contact  
Suburban  
Now!*

Samuel Stamping & Enameling Co.,  
Dept. AB-53 Chattanooga, Tennessee  
Rush to me — at no obligation — complete  
information on Suburban

- ☐ Gas Built-In Ranges  
☐ Electric Built-In Ranges

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Reg. U. S. Pat. Off.

# NO OTHER DOOR...

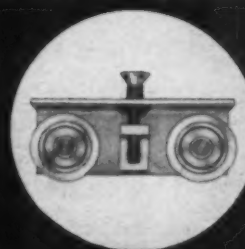


## CAN MATCH NUDOR'S PRICE AND QUALITY

Feature for feature, the Nudor brings you and your customers America's outstanding door value, suitable for single or double glazing.

Once installed—and installation is simple and quick with Nudor—you forget it...you never have callbacks with Nudor...

Compare its outstanding features...compare its weather tightness...compare its price...compare its quality...you'll agree it's America's outstanding door value...

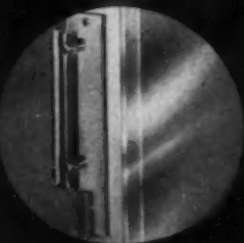


Fully adjustable ball bearing nylon rollers in line contact with flat threshold assure longest wear.

Elegance of sparkling lucite in full grip handle adds note of custom quality, rich appearance.

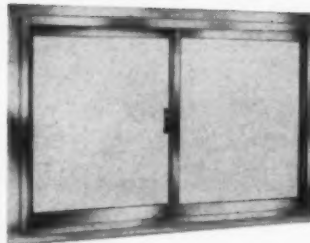


Streamlined, flat threshold has no track to trip on. No other door in Nudor's range offers this feature.



## and windows, too — by NUDOR

Nudor rolling glass windows have been tested to meet AWMA specifications, are weatherproof, waterproof, easy to install and operate and require no upkeep. Their positive action cam lock makes them virtually burglar-proof.

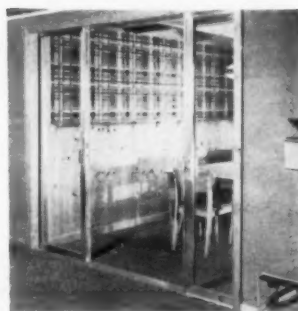


Member SLIDING GLASS DOOR AND WINDOW INSTITUTE.

MANUFACTURERS OF HI-LO, NUDOR, D'COR ALUMINUM SLIDING GLASS DOORS AND NUDOR HORIZONTAL ROLLING GLASS WINDOWS  
7326 FULTAN AVENUE, NORTH HOLLYWOOD, CALIFORNIA

Look for our catalog in Sweets Architectural or Light Construction File...or write for your free copy. Address Dept. AB.

## NEW PRODUCTS . . .



### Sliding doors are recessed

Aluminum sliding glass doors for exterior, interior and wall pocket use are offered by Fleet. Featured are interior and pocket doors with overhead suspension and flat sill. Fleet of America, Dept. AB, Walden Ave., Buffalo 25, N.Y.

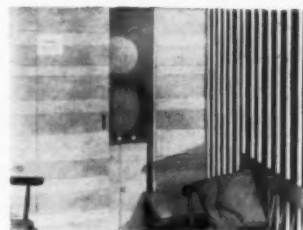
Circle No. W23 on reply card, p. 126



### Facing gives new color

Drab exteriors can be modernized inexpensively with new Color Wall. Laminated panel is porcelain enamel on steel bonded to hardboard. In four sizes and in 10 colors. Kawneer Co., Attn. R. M. Baker, Dept. AB, Niles, Mich.

Circle No. W24 on reply card, p. 126



### Walls take new designs

Interesting wall designs of varied patterns and colors can be created with blocks or planks. Formica is easily cut and applied to any wall surface, countertop or built-in appliances. From Formica Corp., Dept. AB, 4610 Spring Grove Ave., Cincinnati 32, Ohio.

Circle No. W25 on reply card, p. 126

Long on Quality... Short on Price!

# Evans L-O-N-G WHITE-TAPES

25 - 50 - 75 - 100 FOOT LENGTHS

50 Ft.  
ONLY  
**\$4.98**



## Built-In HANDY HOOK-RING COMBINATION

For easy one-man measuring. Comes with every Evans Long White-Tape as a standard feature... you pay not a penny more!

## A FINE-QUALITY PRECISION MEASURING TOOL

- Snow-white Bonderized steel blade
- Sharp jet-black precision markings — for clear, easy reading
- Heavy leather-grained cover... of moisture, scuff and stain-resistant DuPont Vinyl
- Stainless steel edge band
- Double roller mouthpiece, recessed crank, winding reel... all heavily chrome plated for rust resistance, handsome appearance
- FREE plastic utility case
- Unconditionally guaranteed

At Your Hardware Dealer — Now

**Evans RULE CO.** Elizabeth, N.J., Montreal, Que.

# ASBESTOLUX

America's **NEWEST** all-purpose building board

completely fireproof—  
as workable as wood



Proved in service since 1951, Asbestolux is now available in the U.S.A. Here is a new kind of fireproof asbestos board. It can be nailed without drilling... can be sawed with ordinary saw blade. It's fireproof, completely inert. It's light, easy for one man to carry. Can be fabricated on the job.

WRITE TODAY FOR FREE SAMPLE

**NAAC**

NORTH AMERICAN ASBESTOS CORPORATION  
Board of Trade Building, Chicago 4, Ill. • Phone WAbash 2-1338

## "How Berger 12" Dumpy Level gave us real dollar savings on this million dollar court house"

F. D. RICH COMPANY, BUILDERS  
STAMFORD, CONN.



"As you'd expect on a million dollar county project, specifications for this 22,000 sq. ft. Fairfield County Court House were really tight," says Ralph Rich, of F. D. Rich Company. "But with the Berger 12" Dumpy Level, we checked out floor grades on the button. Same for floor heights, door heights, outside stone-work lines and grading. We even used the Berger to check critical dimensions such as foundation lines and boiler room depth. Naturally, an instrument that is easy to use and consistently accurate means real dollar savings in time and materials. We've been using Berger instruments for years. They've never let us down."

That's because the Berger Dumpy Level is designed to fit the builder's needs, priced to fit his budget. It is ruggedly constructed — its design adapted from the most precise Berger engineers' instruments. Like all Berbers, it takes the bumps in the field and stays on the job without time lost for repair.

### MAIL COUPON FOR DETAILS

#### A BERGER FOR EVERY BUILDER'S BUDGET



☐ Convertible Transit-Level with tripod and case \$219.00



☐ 12" Heavy Duty Dumpy Level with tripod and case \$174.50

PRICES F. O. B. FACTORY



☐ Service Transit-Level with tripod and case \$89.75




☐ Service Dumpy Level with tripod and case \$49.95



☐ Duplex Tilting Level with tripod and case \$59.50

C. L. BERGER & SONS, INC., 47 WILLIAMS ST., BOSTON 19, MASS.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

THE BEST IN  **BERGER**

ENGINEERING AND SURVEYING INSTRUMENTS... SINCE 1871

New General Electric *Custom* Gas Furnace  
designed *and priced* with the builder in mind

## HAS EVERYTHING A BUILDER WANTS

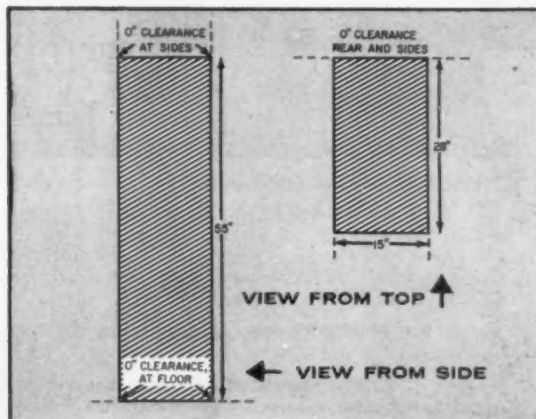


### FOR HEATING—ONLY 55" HIGH AND ONLY 28" DEEP

Every model of this new General Electric Line only 55" high—regardless of BTU input. It's the lowest hiboy line on the market—and the smallest unit occupies only 15" by 28" floor space. Think of what this means in saved space! Tuck it into otherwise unusable space—ideal for closet installation. Heat exchanger carries General Electric's 10-year Warranty. Meets all FHA requirements.

### CAN BE INSTALLED FLUSH WITH CLOSET WALLS AND FLOOR

Furnace has front flue—minimum clearances to enclosure as approved by AGA. Sides, rear and combustible flooring need no clearance whatsoever. Only 6" clearance needed for front flue—1" clearance above plenum. Prepare your homes for future air conditioning: install low cost coil enclosure now—cooling coil can be added later.





- **EASE OF INSTALLATION**
- **LOOKS THAT SELL**
- **SIZE THAT FITS ANYWHERE**
- **LOW, LOW COST!**

#### **FOR YEAR 'ROUND WHOLE-HOUSE AIR CONDITIONING**

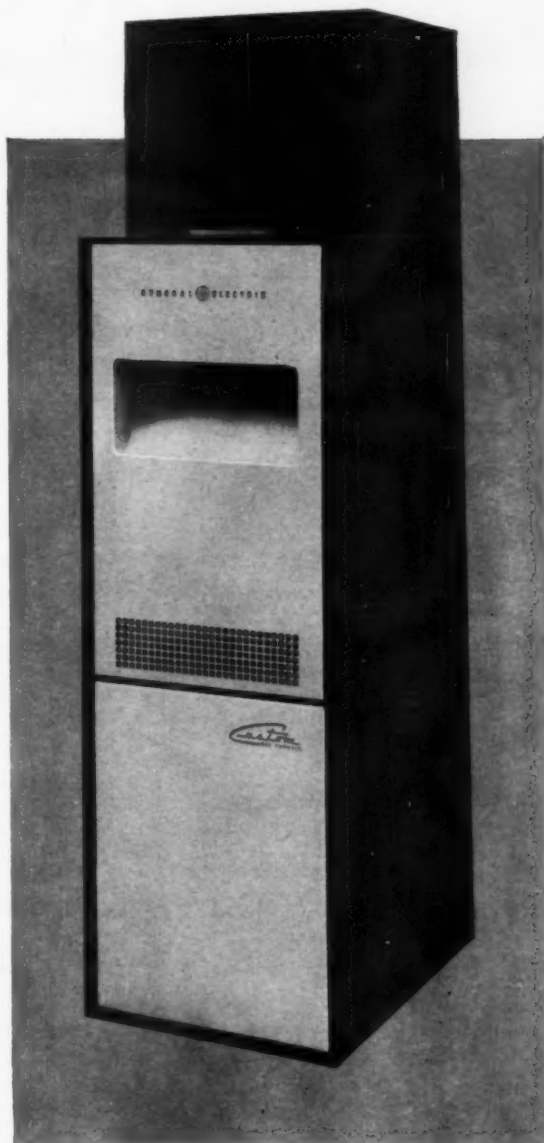
Basically the same as heating furnace, but designed for installation with cooling coil to provide year 'round air conditioning. Increased airflows give maximum cooling performance. Greater capacity blower and motor than heating furnace. Heating-cooling relay changes airflow automatically when switched from heating to cooling. New, decorator-styled year 'round thermostat for all-season control of heating, air conditioning, ventilating. Equipped with semi-permanent, odor-removing aluminum mesh filter which is easily cleaned.

#### **SMART AS A MODERN KITCHEN APPLIANCE**

No need to hide this new Custom Gas Furnace...its handsome, picture frame appearance, plus the tremendous sales magic of the General Electric name make it a powerful asset definitely contributing to the saleability of builder homes. Yet the Custom Gas Furnace is priced competitively with ordinary furnaces. For full information, contact your General Electric Home Heating and Cooling Dealer—in the yellow pages of your phone book. General Electric Company, Home Heating and Cooling Department, Tyler, Texas.

*Progress Is Our Most Important Product*

**GENERAL  ELECTRIC**



**BUSTER CRABBE**  
Swimming Pool  
**DEALERSHIPS**  
**NOW AVAILABLE!**

Cash in on the  
Prefab Pool that's  
revolutionizing  
the industry!



a whopping 16 x 32 ft.

**ONLY \$1095 RETAIL**

Imagine! You can now offer the public a lifetime, in-the-ground BIG pool at one-half the cost of a new family car! Yet you will actually be selling a superior swimming pool . . . one that outlasts and is far cheaper to buy, build and maintain than any type pool on the market. (As you know, comparable 16 x 32 ft. pools sell at \$3500 or more.)

Our secret? It's our prefab method of construction using "wolmanized" panels and vinyl liners. The Buster Crabbe Pools can be professionally installed or erected by the homemaker as a do-it-yourself project. Either way, your profit is great . . . your potential enormous.

A low four-figure investment is all that's required. Send for our story . . . NOW!

**Cascade Pools**

**ONE OF THE COUNTRY'S OLDEST BUILDERS OF SWIMMING POOLS**

.....  
**CASCADE POOLS**  
 811 ROUTE #33 • TRENTON 9, N. J.  
 JUniper 7-5555  
 Please send detailed information regarding  
 Buster Crabbe Pools Dealer Franchise.  
 NAME.....  
 TITLE.....  
 FIRM.....  
 STREET.....  
 CITY.....ZONE.....STATE.....  
 .....

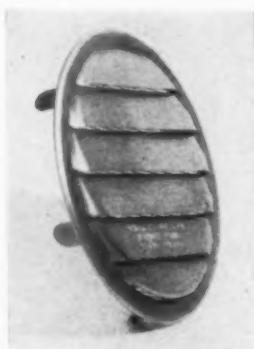
**NEW PRODUCTS**



**Board is pre-primed**

Building board in board and batten design comes to job site ready for finished painting. Primed surface protects against weather conditions until finish coat's applied. Johns-Manville, Dept. AB, 22 E. 40th St., N.Y. 16, N.Y.

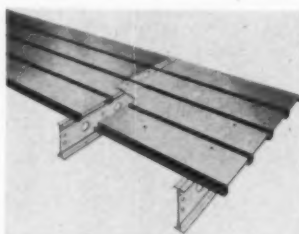
Circle No. W26 on reply card, p. 126



**Lots of use for little louver**

News about louvers. This latest new product is a six-tab little louver. Has varied applications such as ventilating kitchen cabinets, television, or wall ventilation. Suited for use in any light wood or metal. Midget Louver Co., Dept. AB, 6-8 Wall St., Norwalk, Conn.

Circle No. W27 on reply card, p. 126



**For light steel sections**

Steel roof decking (or sidewall material), Steeldek, is designed for nailing to light steel structural sections. Sheets (in three gauges: 22, 24, and 26) reduce loads on structural members. From Penn Metal Co., Inc., Dept. AB, 40 Central St., Boston 9, Mass.

Circle No. W28 on reply card, p. 126

**NEW TWIST\***  
gives **SPIREX**  
floating-lift  
action!

\* Like a variable pitch propeller, the graduated twist of the new Spirex torque rod provides constant lifting power all the way up and down. Actuated by a more responsive coil spring and quietly gliding through a new nylon drive bearing, this graduated rod makes windows operate almost without effort.

**NEW SPIREX eliminates profit-robbing service calls**

Why continue to let window servicing call-backs eat away at the normal profit to which you are entitled? Any dealer or builder who handles or installs Spirex-balanced windows will tell you that it doesn't have to be.

Now, the Spirex balance is even better than ever before. The graduated twist of the spiral rod provides constant lifting and holding power all the way up and down. A more responsive flat coil actuating spring reduces inertia, and a new nylon drive bearing eliminates friction and noise. The result is the spiral sash balance that makes a good window better.

You can count on more satisfied customers, virtually no servicing call-backs, and a better margin of profit when you handle and install quality windows with new Spirex balances.

For additional information on the new Spirex call your Caldwell representative or contact the factory:

**CALDWELL MFG. CO.,**  
68 Commercial St., Rochester, N. Y.



SPIRAL AND  
CLOCK SPRING  
SASH BALANCES

**ROCHESTER, N.Y. • JACKSON, MISS.**

# FIRESTONES!



Whether you operate one truck or twenty trucks, you can't buy a tire that costs less per mile than Firestones. Billions of miles of carefully kept fleet records prove Firestone truck tires outwear all others.

Firestones last longer because Firestones are built better. Take Firestone S/F—Safety-Fortified—cord. Firestone tempers cord, but doesn't stop there. Firestone gum-fortifies every fiber for a permanent lock between rubber and cord, measures every individual ply with electronic precision.

The result is extra miles, lower cost per mile for every user of Firestone truck tires with S/F—Safety-Fortified—cord. Every Firestone truck tire is an outstanding value in long-wearing, dependable performance. No wonder more going concerns go on Firestones! See your local Firestone Dealer or Store for truck tires or truck tire service.

YOU CAN'T BUY A TIRE THAT COSTS LESS PER MILE THAN FIRESTONE

Copyright 1958, The Firestone Tire & Rubber Company  
Enjoy the Voice of Firestone every Monday evening on ABC television



TRANSPORT SUPER ALL TRACTION

# Firestone

BETTER RUBBER FROM START TO FINISH

# Finest Pine Grown In The South

AT CROSSETT—consistent quality in lumber begins with the seedling in the forest. Even at this early stage, scientific forest management techniques are used to produce dense, straight logs—the finest pine grown in the South... This kind of care assures continuous big mill production in the years ahead. Still more important, Crossett's managed forests help to guarantee you a dependable standard of quality. This quality is a selling advantage which creates profitable repeat orders—year after year.

**CROSSETT**  
LUMBER  
COMPANY

A Division of The Crossett Company  
CROSSETT, ARKANSAS



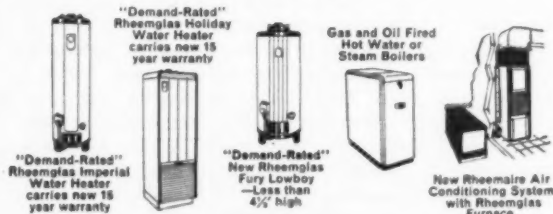
at your service...

## THE COMFORT TEAM FROM Rheem

Rheem offers you convenience and economy for all your home comfort essentials. In water heaters... warm air heating systems... steam and hot water boilers, Rheem meets the requirements of every home... providing a full line of high quality products designed to reduce construction costs and at a price that represents real value to both you and the home buyer.

Rheem makes the comfort package complete with the new Rheemaire Air conditioning system. Rheemaire cuts operating costs almost in half... makes home cooling as practical as home heating.

Learn how Rheem brand name acceptance can be used to add extra selling power to your homes. Consult your Rheem Plumbing Contractor and your Rheem Heating and Air Conditioning Contractor for full details.



YOU CAN RELY ON

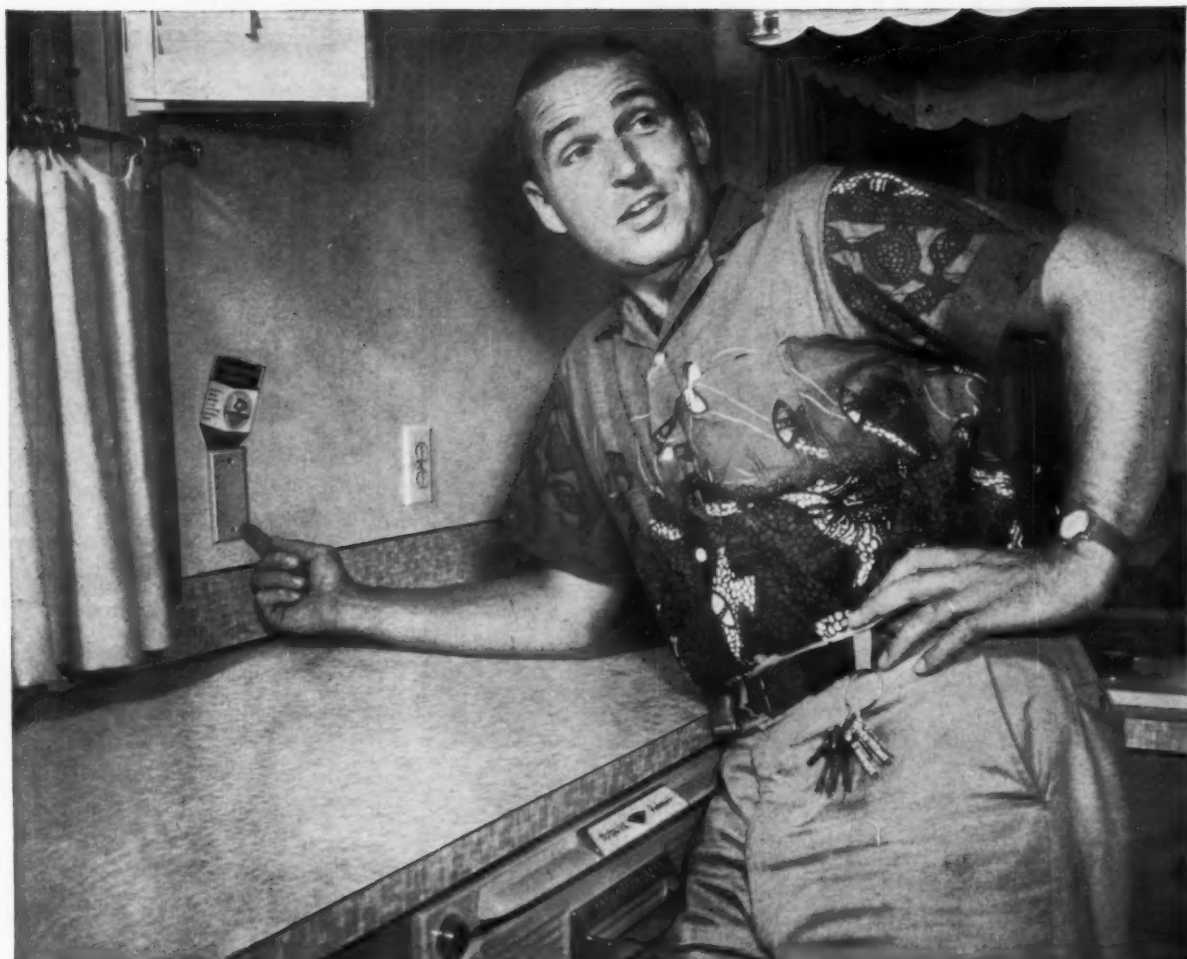


THE BIG NAME IN COMFORT PRODUCTS FOR THE HOME

water heaters, steam and hot water boilers, central air conditioning, warm-air furnaces, plumbing fixtures and water softeners  
South Gate, Calif. • Houston • Chicago • Sparrows Pt., Md.

AMERICAN BUILDER





Mr. Billman points to the kitchen telephone outlet in one of his new Wilshire Park homes in Minneapolis.

## **"Concealed telephone wiring tells people that your homes are better planned"**

— says Rodney W. Billman, Builder, of Minneapolis, Minnesota

"Not only are prospects looking for the big things about your house," says Mr. Billman, "the layout of the rooms, the way it faces the street, but they're looking for little things, too.

"Now, concealed telephone wiring is a little thing, perhaps. But if a prospect turns your house down because it doesn't have a desirable, modern feature like concealed telephone wiring — well, a little thing suddenly becomes a big thing. Big enough to lose a sale.

"Concealed telephone wiring means convenience. And neat, attractive installations. It tells people that your homes are better planned. We put it in every house we build, and our salesmen show the outlets to every prospect."

\* \* \*

Your local Bell Telephone business office will be glad to help you with concealed wiring plans. For details on home telephone wiring, see Sweet's Light Construction File, 8i/Be. For commercial installations, Sweet's Architectural File, 32a/Be.

**BELL TELEPHONE SYSTEM**



# No finishing or painting with Plywall®



**Prefinished four-foot-wide panels go up fast... give your homes the beauty of wood paneling at half the usual cost!**

Now you can add to the value of the homes you build while reducing costs. Plywall paneling saves you money right down the line. It's prefinished in four-foot-wide panels which save time and labor.

Plywall's natural wood-grain effect is transferred to plywood panels through a photographic process without the use of paper or plastic laminations. And Plywall's special process resists "aging" or fading, even from direct exposure to sunlight. It can be cleaned and maintained the same as any other wood paneling. Comes in many different grain finishes, V-grooved or plain. It will pay you to get the details about Plywall!

## Mail coupon today!

**Plywall Products Company, Inc.**  
P. O. Box 625, Fort Wayne, Indiana

- ☐ Please send full-color brochure describing Plywall.  
☐ Also send the name of the nearest Plywall supplier.

Name \_\_\_\_\_ Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_

**Plywall®**

Fort Wayne, Indiana  
Corona, California

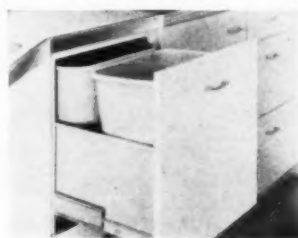
## NEW PRODUCTS . . .



### More storage in less space

Plastic drawer-steel frame unit answers need for more built-in storage space. Steel frame can be installed in manufactured cabinets or direct to studding. Seamless, round-cornered drawers are colorful, use minimum space. Panelyte Div., Dept. AB, 150 E. 42nd St., New York 17, N.Y.

Circle No. W29 on reply card, p. 126



### Waste container builds in

Waste container unit is conveniently placed at counter height in the clean-up area of the modern efficiency kitchen. Unit consists of two deep plastic containers which provide neat, segregated storage. Extension slides allow full access for easy removal of containers. St. Charles Mfg. Co., Dept. AB, St. Charles, Ill.

Circle No. W30 on reply card, p. 126

### Coil ties reduce costs

Coil ties help reduce forming costs on walls, foundations. Each tie has a greater capacity, according to the manufacturer. Builders use fewer ties, extra large panels, and can pour faster. Technical data available. Dayton Sure-Grip & Shore Co., Dept. AB, Kercher St., Miamisburg, Ohio.

Circle No. W31 on reply card, p. 126

# KOHLER BATHS

## Quality features insure easy, cost-saving installation

Kohler baths are made in a wide range of types and sizes—in white and colors. The sparkling, easy-to-clean enamel is fused to a base of non-flexing iron cast for strength and rigidity. Fittings are all-brass, chrome-plated.



### Machine-ground ends and back

Edges straight where they meet the walls, ends square with the back, uniform length and width dimensions, aid fast, accurate tub-setting and wall finishing.



### Four cast-on supports on tub bottom

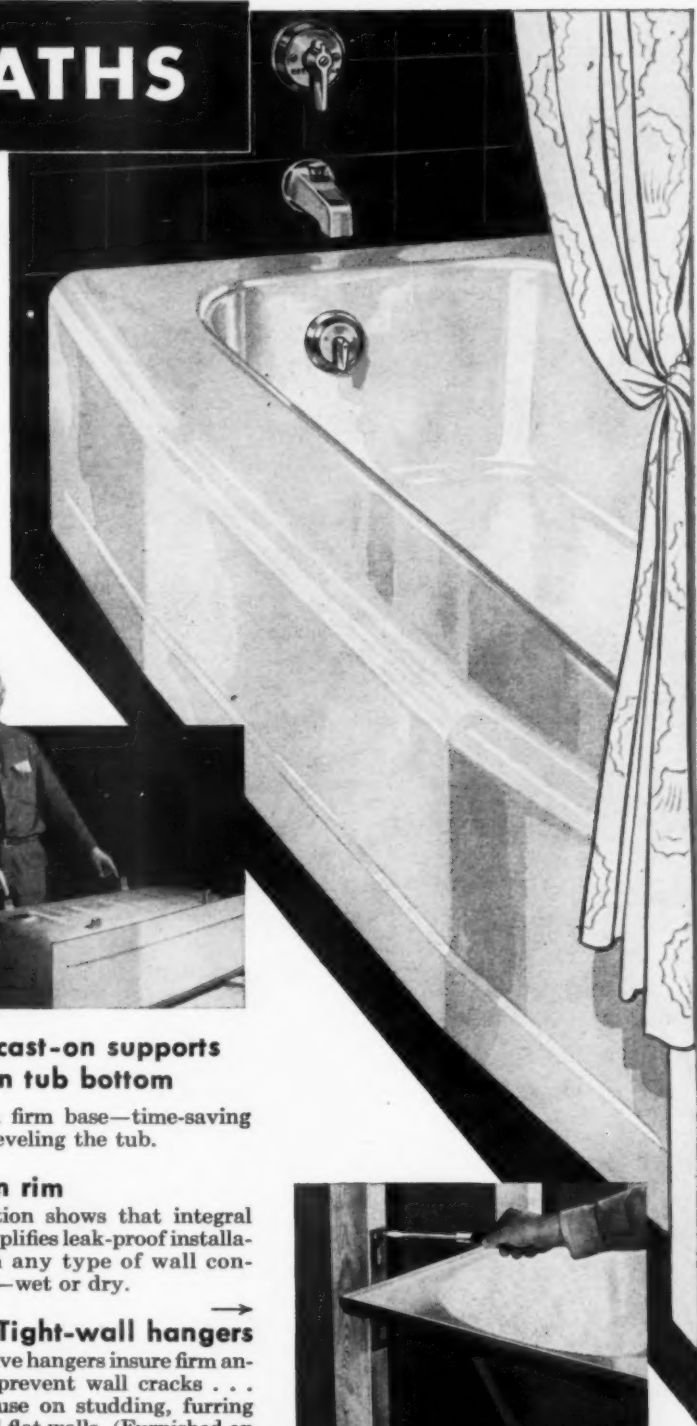
Provide a firm base—time-saving help for leveling the tub.

### Tiling-in rim

Cross-section shows that integral flange simplifies leak-proof installation with any type of wall construction—wet or dry.

### Tight-wall hangers

Inexpensive hangers insure firm anchorage, prevent wall cracks . . . Easy to use on studding, furring strips and flat walls. (Furnished on specification).



KOHLER CO. Established 1873 KOHLER, WIS.

# KOHLER OF KOHLER

Enameled Iron and Vitreous China Plumbing Fixtures • Brass Fittings • Electric Plants • Air-cooled Engines • Precision Controls

# "Time is money in this save us plenty

says W. E. Walter, president  
W. E. Walter Co., Inc.  
Detroit, Michigan



W. E. WALTER COMPANY'S F-100 Styleside pickup with 8-foot body carries men and materials to the job in style.

***"Our work can't wait,  
and FORD trucks  
get us there fast and  
economically!"***

"We handle regular light construction jobs, specializing in on-the-spot repairs to buildings with fire or wind damage. Trucks are an important part of our operation and since we normally have

two men per truck, we must get to the job with the minimum amount of delay.

"Our Fords not only get us there quicker, but their big 8-foot box carries enough materials and equipment to take care of our average job in one trip. Our drivers like the way Ford's new Six engine moves through traffic and we are very pleased with its operating economy. In fact, their performance is so outstanding we're adding two more '58 Ford trucks to our fleet."

*Official registrations  
show . . .*

**AMERICAN  
BUSINESS BUYS  
MORE  
FORD TRUCKS  
THAN ANY OTHER  
MAKE!**



# business and our Fords of both!"

*Whatever your business ...  
there's a FORD truck  
for your special  
needs!*

Official registrations for 1957 show that *American business buys more Ford trucks than any other make*. There are many reasons for this popularity . . . many reasons for *you* to make your next truck a Ford!

To begin with, Ford offers a complete line of over 360 truck models, ranging from pickups to giant tandems. And there are Ford Dealers almost everywhere, ready to help you select the truck best suited for your individual job. They're ready with modern service facilities, trained mechanics and low-priced Ford parts to keep your trucks on the job, earning for you.

Ford trucks are your best buy, too! Ford's initial costs are *low* and resale value is traditionally *high*. Modern Ford Styleside pickups, for instance, are the



**FORD'S NEW 223 SIX**  
Brake Horsepower—139 @ 4200 rpm  
Bore—3.62 in. Stroke—3.60 in.  
Displacement—223 cu. in.

lowest priced with full cab-wide body . . . giving you 23% more loadspace than any traditional type pickup.

Only Ford offers the economy of Short Stroke power in all engines, Six or V-8. And from pickups to two-tonners, the new Ford Six features an economy carburetor for up to 10% greater gas mileage. It's plenty peppy

too, with more horsepower per cubic inch than any other six in its class. And Ford's rugged cab and chassis construction means these new '58s are built to last. All this plus the proven fact that Ford trucks last longer adds up to America's No. 1 truck value.

See your local Ford Dealer for the latest in '58 trucks or the best in A-1 used trucks.

## FORD TRUCKS COST LESS

**LESS TO OWN... LESS TO RUN... LAST LONGER, TOO!**

MR. BUILDER:

# NEW RAYNOR JET GARAGE DOOR

With Supersonic Sales Appeal  
Sells YOUR Homes Faster

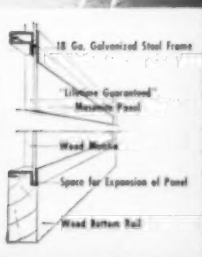


Featuring Exclusive **TRI-FAB** Construction . . .  
Value Packed RAYNOR JET Costs up to 15% LESS

New Tri-Fab construction combines steel, wood and masonite . . . produces the most revolutionary garage door ever offered. Ultra-smooth operating 5-section construction creates that easy-to-sell custom look that consumers demand.

Counter balanced by heavy-duty torsion or extension springs . . . Exclusive Gas-tight Seal . . . provide complete weather-tight protection and finger tip control.

Exclusive **TRI-FAB** Garage Door Construction  
NEW FLOATING FACE DESIGN (Pat. Pend.) PREVENTS WARPING



- Masonite face of each section floats in rigid galvanized steel frame — will not warp
- Panels of single-piece tempered Masonite with "lifetime guarantee" (no splicing of Masonite)
- Galvanized steel frame especially treated for paint adherence
- Rabbeted joints of steel form weather-tight seal
- Wood bottom rail for easy scribing and attachment of astragal
- Design variations available by the addition of molding, rosettes and/or glass inserts

Contact your Nearest Raynor Distributor or Write

**RAYNOR MFG. CO., Dixon, Illinois**

Builders of a complete line of Wood Sectional Overhead Doors

## CATALOGS . . .

**HOW TO PLAN** swimming pools, a brochure from Landon, discusses pool size, shape and location. Also offered is an equipment catalog complete with diagrams and charts. Latest material, "Love that Pool," covers the subject of filters. Landon, Inc., Dept. AB, 7240 Fulton Ave., North Hollywood, Calif.

Circle No. W32 on reply card, p. 126

**POOL DATA BOOK** of supplies, chemicals, and equipment is offered. Illustrated 52-page book contains data, photographs, and prices of every item needed in pool construction and maintenance. Modern Swimming Pool Co., Dept. AB, 1 Holland Ave., White Plains, N.Y.

Circle No. W33 on reply card, p. 126

**POOL EQUIPMENT CATALOG** pictures and describes such equipment as chlorination, deck, maintenance, filtration, water testing and vacuum cleaning units. Also presents information on safety equipment and complete services offered. National Pool Equipment Co., Dept. AB, Lee Highway, Florence, Ala.

Circle No. W34 on reply card, p. 126

**PRIVATE POOL LAYOUT** is diagrammed in an eight-page illustrated catalog. Numbered diagram shows all the necessary equipment recommended for a private pool. Covers all pool products from diving boards to chlorinators. Paddock Pool Equipment Co., Dept. AB, 14606 Arminta St., Van Nuys, Calif.

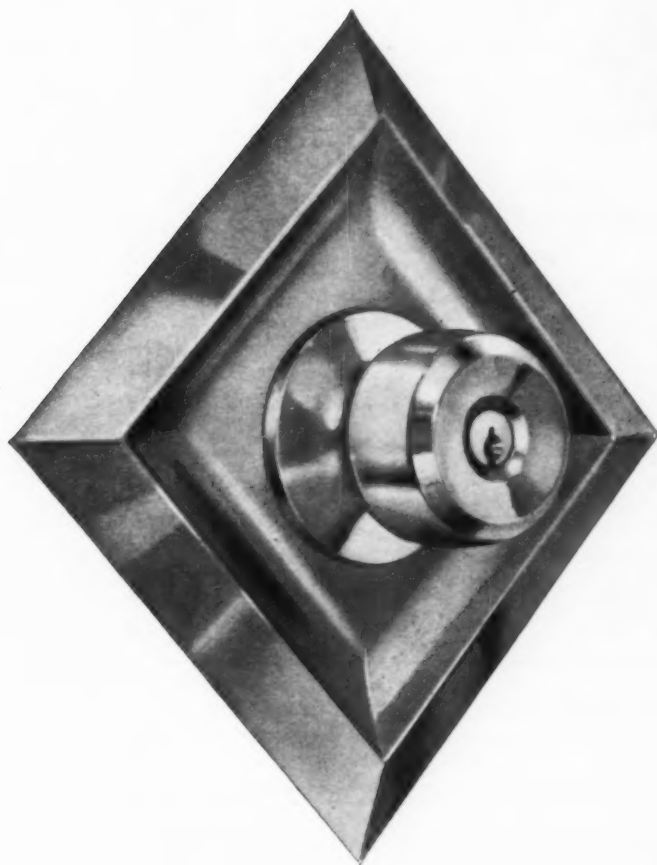
Circle No. W35 on reply card, p. 126

**BASIC CONSTRUCTION** of a pool by precast concrete method is explained and depicted in Amcrete catalog. Material also includes detail diagrams, specifications, and equipment listings. Charts features of an Amcrete pool such as durability, finer finish. Amcrete Corp., Dept. AB, Mamaroneck, N.Y.

Circle No. W36 on reply card, p. 126

**POOLS FOR HOMEOWNERS** who aren't millionaires. Literature from Cascade on its Buster Crabbe prefabricated swimming pool tells how it can be done. Plenty of information on the pools, dealerships, detailed installation shots, accessories, etc. Cascade Pools, Dept. AB, 811 State Highway 33, Trenton 9, N.J.

Circle No. W37 on reply card, p. 126



**Troublefree service . . .**

**the part of its value you don't see**

There's more to the value of a lockset than meets the eye. There's the matter of engineering and materials that go into its construction. Sound engineering and quality materials help assure long life, positive security and dependable service. Remember, "call-backs" for repairs are costly. That's why, so often with cheap brands, the first cost is not the last cost. Quality construction . . . fresh, smart styling . . . competitive price tag . . . these are the factors that make NATIONAL LOCKset "America's Outstanding Lockset Value". Ask your building material supplier.

Illustrated is Doric knob with Square escutcheon. Can be mounted as square or diamond for 5" or 18" backset.



*Specify it with confidence . . . Install it with pride*

**NATIONAL LOCK COMPANY**

ROCKFORD, ILLINOIS

• MERCHANT SALES DIVISION

**"TROUBLE  
SAVER"®  
SCAFFOLDING  
ACCESSORIES**

**For SAFE • EASY • FAST  
Roofing and Siding Work  
ADJUSTABLE • STRONG  
LONG-LASTING**

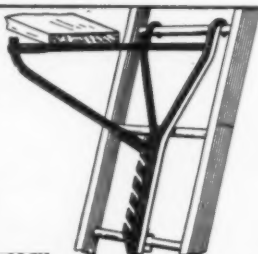


**RAIL-TYPE  
JACK**

Adjusts to any pitch. Provides extra safety by using ladder side rails for additional support. 24 lbs. a pair.

**LADDER  
JACKS ...**

**Useful,  
Efficient  
Time Savers**



**ONE MAN JACK**

Strongest ladder-jack made. Distributes weight on three rungs. Adjusts easily to any pitch on either side of ladder. 20 lbs. a pair.



**LADDER HOOKS ...**

makes difficult places easy to reach. Special pivot permits ladder to ride valley with complete safety. Plate protects roof. Only 6 lbs.



**ROOFING BRACKETS ...**

Adjustable, safe for staging at any pitch. For all jobs on any roofing. Holds 2" x 10" plank. 5½ lbs.



**SHINGLERS ...**

Holds staging with just two hidden nails. "Regular" (17½ lbs.) for 2 x 4 on edge. "Wide" (22 lbs.) for 2 x 4 on side. Removes without raising shingle.

Roofing Hoists, Studding Brackets, Trestles and other ladder jacks available. Get complete facts, write ...

**THE STEEL SCAFFOLDING COMPANY, Inc.**

Uniontown, Pennsylvania, Dept. AB.  
Telephone: Geneva 7-7571

**Majestic THULMAN FIREPLACES**  
*solve all problems - - from  
hearth to chimney-top!*



U/L listed

No mortar

No masonry

Saves trouble

Saves materials

Use any mantel

30" and 36" widths

Modern, Efficient

Use any hearth

Built-in screen

Saves space

Saves labor

Saves time

Smoke-free



... also your choice of mastic-applied black marble or black glass "surrounds". Fireplace and chimney completely fabricated of corrosion-resistant alloys and stainless steel. Attractive chimney-tops look amazingly like brick. AND, you give homeowners fireplace performance that wins quick, full and lasting satisfaction. Write for full information now on Majestic THULMAN Fireplaces and Chimneys.

The **Majestic** Co., Inc.  
433 Erie Street, Huntington, Indiana

**CATALOGS . . .**

**FOR SCHOOLS, CHURCHES,** banks, commercial buildings . . . a new line of extruded aluminum Linear Type Grilles. This 16-page catalog describes the types available; applications for heating, cooling, ventilating. Charts, diagrams, technical data. Titus Manufacturing Corp., Dept. AB, Waterloo, Iowa.

Circle No. W38 on reply card, p. 126

**LAMINATED BLOCK FLOORING,** of hardwood, especially designed for slab construction applications. Illustrated here in a four-color, four-page catalog with technical data, specifications, photos. Cincinnati Floor Mfg. Corp., Dept. AB, P.O. Box 235, Clinton, S.C.

Circle No. W39 on reply card, p. 126

**DRY INSTALLATION** of tile, mosaics, marble, terrazzo, etc., can be done with a thin-bed Portland cement material. Crest Tile-Set is interestingly described in a 16-page catalog. Step-by-step installation drawings, how it reduces wall weight, specifications. Kaiser Mfg., Inc., Dept. AB, 2002 Harrington St., Houston, Tex.

Circle No. W40 on reply card, p. 126

**CLASSROOMS** for easy listening . . . a 16-page booklet on the use of acoustical materials in school building. Where sound insulating is needed, what kind of material should be used, and how Flexicore reflective ceilings are installed. From Flexicore Co., Dept. AB, 1932 E. Monument Ave., Dayton 2, Ohio.

Circle No. W41 on reply card, p. 126

**COLORLED PLUMBING** fixtures in coral, green and yellow. Four-page leaflet from Mansfield gives color swatches. Also pictures fixtures in various bathroom arrangements. Gives sizes, other details. More information from Mansfield Sanitary, Inc., Dept. AB, Perrysville, Ohio.

Circle No. W42 on reply card, p. 126

**STORM WINDOW,** door combinations now come permanently painted. White baked-enamel finish won't chip, peel or crack. Aluminum storm windows and doors are easily installed, offer service-free operation. Security Sash & Screen Co., Dept. AB, 20096 James Couzens, Detroit 35, Mich.

Circle No. W43 on reply card, p. 126



**STANLEY** is a name I know



GEORGE C. JOHNSON, President, The Dime Savings Bank of Brooklyn

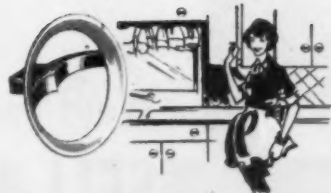
## "Best investment today is the best new home you can afford"

"A home represents the biggest single investment most families are ever called upon to make. Fortunately, it's an eminently sound one. For one thing, you enjoy the fruits of money that you are also saving."

"Secondly, you exert direct control over your investment. Your own foresight and efforts determine the dividends you can anticipate while you live there and if you sell."

"This is especially true in the case of a new house, where you control this investment from the very start."

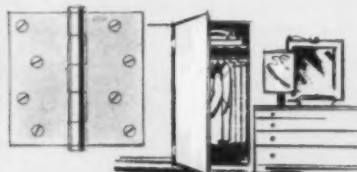
One excellent guide to the soundness of this investment is the builder's choice of hardware, which points up the quality of construction and materials in the entire home. As little as \$25 more for good hardware is an investment both in better living and future resale.



There's a smart Stanley cabinet hardware style for every kitchen decor. Ask about new, modernistic "Floating Rings" and colored ceramics.



More valuable space in every room is created by folding or sliding doors that operate noiselessly on hardware made better by Stanley.

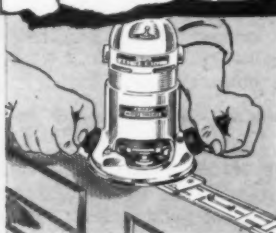


Stanley's "241" is the Hinge Standard of the World for interior doors. Doors swing freely, longer, on these hinges with new non-raising pins.

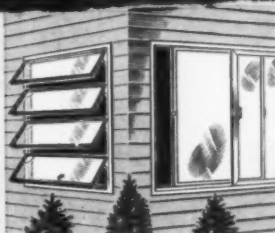


Stanley Heavy Duty "Duraglide" traverse drapery rods for windows up to 18 feet wide. Sturdy, smart and easy-operating, they hang your draperies as you want them.

Look for this home-selling ad in the May 17<sup>th</sup> issue of The Saturday Evening Post.



Stanley router mortises hinges, planes doors, makes hundreds of cuts faster and better. 1/2 hp router costs only \$45.50.



Stanley aluminum windows—awning or jalousie, sliding, single or double hung—for draft-free comfort the year round.



Stanley "Cape Cod" cafe rods with gleaming brass ends, specially priced from 79¢, for windows up to 90 inches wide.



Stanley upward-acting garage hardware. Quiet and easy "Free-Way" action, with inclined track for weather-tight fit.

**STANLEY**

AMERICA BUILDS BETTER AND LIVES BETTER WITH STANLEY

This famous trademark distinguishes over 20,000 quality products of The Stanley Works, New Britain, Conn.—hand tools • electric tools • builders hardware • industrial hardware • drapery hardware • automatic door controls • aluminum windows • stampings • springs • coatings • strip steel • steel strapping—made in 24 plants in the United States, Canada, England and Germany.

# 4 Ways you can SELL MORE HOMES using Shake-a-Ply® cedar siding

**FAST APPLICATION**—It takes only about 12 man-hours to apply 1000 sq. ft. of Shake-a-Ply. The easy-to-handle panels can be sawed in any direction or nailed anywhere without splitting or checking. No special nailing strips or backing necessary.



**2**

**MITRED CORNERS**, made from Shake-a-Ply panels, save the cost of fitting corner joints, and help establish correct spacing and chalk line for panels. Like Shake-a-Ply panels, they are machine-made to square, uniform dimensions.



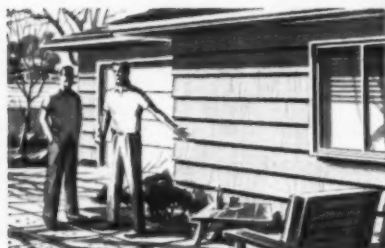
**3**

**NO PAINT FAILURE** with Shake-a-Ply because its resin-coated moisture barrier prevents formation blisters. Shake-a-Ply comes either natural or brush-painted at the factory in primer or 12 colors.

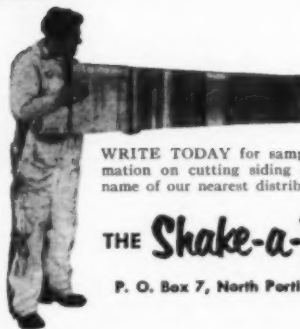


**4**

**MORE "VISIBLE" QUALITY** because the home buyer can actually see and touch the cedar shakes. Shake-a-Ply has an expensive quality look, but the installed cost of these factory assembled units is less than any other wood siding.



Shake-a-Ply panels are 8 feet long by nominal 18 inches wide. They are made like plywood, using No. 1 clear machine-grooved Certigrade Western Red cedar shakes and cedar shingle undercoursing, with a cross-bind of veneer core coated with waterproof resin.



WRITE TODAY for samples, full information on cutting siding costs, and the name of our nearest distributor.

**THE Shake-a-Ply co.**  
P. O. Box 7, North Portland, Oregon

## CATALOGS . . .

**LIGHTING EQUIPMENT** catalog has a visual index of firm's 13 basic models. Also suggests combinations of types, materials, designs. Wakefield's Sunshine and Magic Ceiling designs are included in this 60-page manual Plenty of factual data. Wakefield Co., Dept. AB, Vermillion, Ohio.

Circle No. W44 on reply card, p. 126

**RECAPTURE YESTERDAY**, anticipate tomorrow . . . a suggestion from this Logan catalog on ornamental iron. The 16-page booklet is profusely illustrated with photos and drawings. Shows many different styles of iron-work plus its many possible uses. From the Logan Co., Dept. AB, Louisville 6, Ky.

Circle No. W45 on reply card, p. 126

**SPACE-SAVER WALLS** from Masonite's Duowall System. Pre-cut hard-board sections have slotted steel splines to support Adjust-A-Bilt accessories. Six-page pamphlet diagrams partitions assembly, how to make cabinets, shelves, etc. Masonite Corp., Dept. AB, 111 W. Washington St., Chicago 2, Ill.

Circle No. W46 on reply card, p. 126

**AIR-FLOAT CEILING** . . . a continuous drywall method of ceiling construction . . . from Homasote. Brochure gives complete description of Wilson Ceiling which is suspended from collar beams. Construction diagrams and section blueprints. From Homasote Co., Dept. AB, Trenton 3, N.J.

Circle No. W47 on reply card, p. 126

**GROOVED PANELS** of fine hardwoods give a true plank effect. Bacon's Panawall is illustrated in color in cherry, walnut, elm, mahogany, butternut, birch and teak. Brochure also gives details on installation and finishing. R. S. Bacon Veneer Co., Dept. AB, 4702 Augusta Blvd., Chicago 51, Ill.

Circle No. W48 on reply card, p. 126

**GOOD HOUSE PAINTING:** a builder's guide to the structural factors that prevent paint failure. Interior construction points, exterior construction, ventilation, climate, moisture control . . . all discussed and diagramed. West Coast Lumbermen's Assn., Dept. AB, 1410 S.W. Morrison St., Portland 5, Ore.

Circle No. W49 on reply card, p. 126



Pegged to  
today's home styles

## Bruce Ranch Plank FLOOR

*Naturally Beautiful*

*Furniture by M. Singer and Sons. Photo by Hedrich-Blessing*

■ n-laid walnut pegs, inserted at the factory, give Bruce Ranch Plank the casual charm of an expensive random-width floor. Appeal is enhanced by the plank effect of alternating 2¼" and 3¼" width strips with beveled edges. The finish is rich medium dark, factory-applied for beauty, durability and economy. Bruce Ranch Plank is installed like any strip flooring, but there's no expense of on-the-job sanding and finishing. Write for color booklet. See our catalog in Sweet's Files.

E. L. BRUCE CO.



Memphis 1, Tenn.

for the thoughtful builder

Here's A Great **NEW IDEA!**

# KITCHEN KADDY

Secrets  
and  
Dispenses

- Paper Toweling
- Wax Paper
- Aluminum Foil

Here's the handy answer to the housewife's problem of where to keep the paper toweling, the wax paper, the aluminum foil. This attractive Swanson Kitchen Kaddy neatly keeps these three kitchen items hidden from view yet always ready for immediate use.

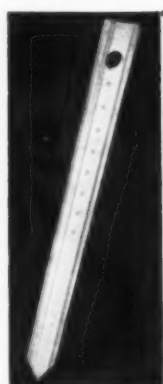
It's an inexpensive item that will help convince the housewife that you had her in mind when you designed the home. Installation is a snap as the Kitchen Kaddy fits between any studs that are 16" on center.

See your building supply dealer today for Kitchen Kaddy or write for illustrated booklet, price list and name of nearest dealer.



Retails for  
as low as  
**\$13<sup>90</sup>**

**Swanson** MANUFACTURING  
COMPANY  
607 S. Washington Street • Owosso, Michigan



## NEW Steel Stake

for . . .

Footling Forms

Bracing

Low Wall Forms

Available in 12, 18, 24, 30,  
36 and 42 inch lengths.

**Symons**

SYMONS CLAMP & MFG. CO.

4261 Diversey Ave., Chicago 39, Ill., Dept. E-8

We will send contractors a sample 12", 18" or 24" stake if request is received on company letterhead. Please include 50¢ for 12", 75¢ for 18", \$1.00 for 24" to cover cost of postage and mailing.

Name

Firm

Address

City

Zone

State

## The NEW MODEL

# STAIR KING

### METAL-FOLD STAIR



Takes 2 men only  
**20 minutes**  
TO INSTALL

Low Prices  
to Builders

**3 WIDTHS  
5 LENGTHS**  
for every  
requirement

**STEEL  
STAIR**  
responds to the  
lightest touch

**FREE LITERATURE**  
on TFC's complete line of  
stairs is yours for the ask-  
ing—just attach this ad to  
your letterhead and send  
to . . .

**TENNESSEE FABRICATING CO.**

1234 Grimes St. • Memphis 6, Tenn.

Ask for info on these other TFC Products: ATTIC FANS • 3'-6" STAIR-FAN COMBINATION-THERMAFLOW EXHAUST SYSTEMS • ORNAMENTAL IRON • MAIL BOX STANDS

## CATALOGS . . .

**SURVEYING EQUIPMENT** is illustrated and described in colorful brochure. Shows nine instruments for light construction work, such as builders' dumpy level, Universal tripod, extension tripod, and rod and target. Information from David White Instrument Co., Dept. AB, 2051 N. 19th St., Milwaukee, Wisc.

Circle No. W50 on reply card, p. 126

**BOOK OF FENCES** tells you how to select the right design fence to best suit your houses. Lists many uses, such as visual breaks, shields for entrances or patios. Shows 24 designs. Artco Lumber & Sales Div., Dept. AB, Arrow Tank Co., Barnett St. at Bailey, Buffalo 15, N.Y.

Circle No. W51 on reply card, p. 126

**1958 TOOL CATALOG** entitled "Tools for the Trowel Trade" contains 84 pages of new equipment, new tools, new methods and ideas. Colorfully illustrated book describes items, lists sizes and prices. Goldblatt Tool Co., Dept. AB, 1910 Walnut St., Kansas City 8, Mo.

Circle No. W52 on reply card, p. 126

**FIREPROOF SHEATHING** and how to apply it in a 4-page brochure. Gold Bond's gypsum sheathing is illustrated in detail along with nailing tables, racking resistance tables, and cut-away drawing of applications. How to add exterior finishes also detailed. National Gypsum Co., Dept. AB, Buffalo 2, N.Y.

Circle No. W53 on reply card, p. 126

**YOUR EARTH-MOVING** equipment: how to standardize it, economize with it, make best use of its capabilities. All in a 24-page illustrated catalog from LeTourneau-Westinghouse. Lots of action shots with emphasis on firm's D Tournapull dirt-mover. Also available from LeTourneau-Westinghouse distributors, Dept. AB.

Circle No. W54 on reply card, p. 126

**MASONRY SYSTEM.** "Random Bond," explained in a pocket-sized 16-page manual. Modular coordination of system, laying procedures, costs, how to order and handle . . . all in an easy-to-read presentation. Drawings, plus photos of buildings using "Random Bond." Whitacre-Greer Fireproofing Co., Dept. AB, Waynesburg, Ohio.

Circle No. W55 on reply card, p. 126





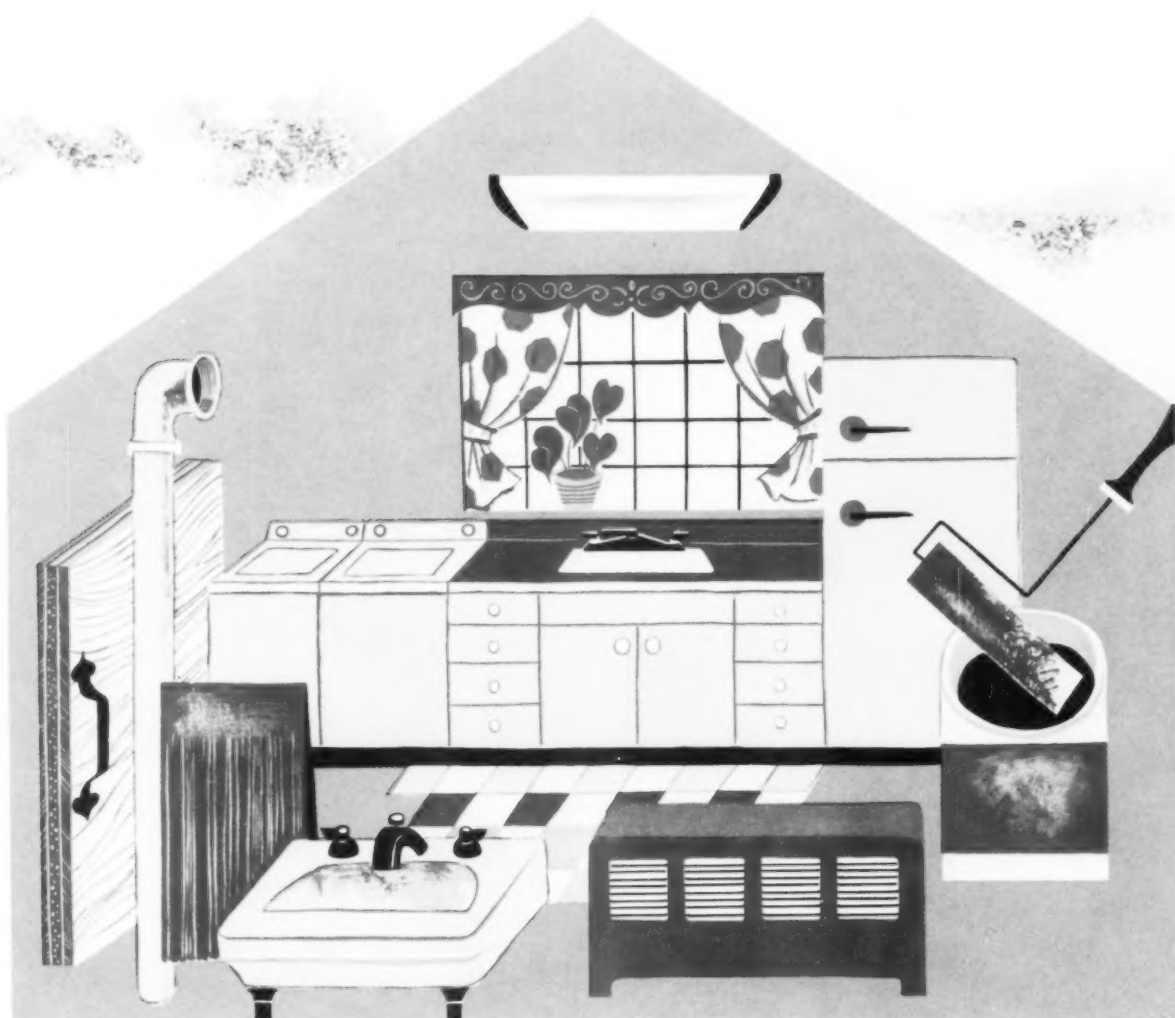
**This seal means guaranteed  
sales for Post-advertised building  
and home products in almost a  
QUARTER BILLION DOLLARS' worth  
of new homes in 1958 alone!**

Abilene, Texas  
 Albuquerque, N. M.  
 Ann Arbor, Mich.  
 Augusta, Ga.  
 Baltimore, Md.  
 Batavia, N. Y.  
 Birmingham, Ala.  
 Boston  
 Chattanooga  
 Chicago  
 Cleveland  
 Columbus, Ga.  
 Columbus, Ohio  
 Dallas  
 Detroit  
 Dover, N. J.  
 Fargo, N. D.  
 Gary, Ind.  
 Glens Falls, N. Y.  
 Harrisburg, Pa.



Hartford, Conn.  
 Honolulu, Hawaii  
 Houston  
 Indianapolis  
 Kansas City, Mo.  
 Lake Charles, La.  
 Los Angeles  
 Memphis  
 Miami  
 Milwaukee  
 Morristown, N. J.  
 New York  
 Newark, Del.  
 Oakland, Calif.  
 Oklahoma City  
 Omaha, Neb.  
 Philadelphia  
 Phoenix  
 Pontiac, Mich.  
 Portland, Ore.  
 Racine, Wisc.  
 St. Louis, Mo.  
 Salt Lake City  
 San Antonio, Tex.  
 San Francisco  
 Seattle, Wash.  
 Springfield, Ohio  
 Washington, D. C.  
 Woonsocket, R. I.  
 Youngstown, Ohio

**Across the nation, 60 major builders  
 are each using a minimum of 25 Post-  
 advertised building and home products  
 in Saturday Evening Post-Influential  
 Blue-Ribbon Home Promotions!**



Specially selected, these builders are the nation's pace setters who have been awarded the Post Blue-Ribbon Home Citation in their areas for selling their homes the modern, brand-name way! They're featuring Post-advertised brands in an estimated nationwide total of \$204,815,000 worth of new 1958 homes. That's the market Post-advertised building and home products have already *sold* through The Saturday Evening POST-INFLUENTIAL Blue-Ribbon Home Promotion!

Taken collectively, these Blue-Ribbon builders are using and promoting, to millions of prospects, over 200 trusted Post-advertised building and home products. The Post has furnished these builders with a completely

coordinated sales-promotion program geared to today's hard-sell market.

So why not find a sure "home" for your product, too? Whether it's building materials or home equipment, it can be the one Post Blue-Ribbon builders use in this tremendous national market. The Blue-Ribbon Home Promotion is the Post's way of selling your product . . . not only to the nation's top builders, but to the millions of home-conscious Influential Post readers!

National Homes Week is Sept. 6-14. For details on The Saturday Evening POST-INFLUENTIAL Blue-Ribbon Home Promotion, write: Channing Way, The Saturday Evening Post, Philadelphia 5, Pa.



## Move the POST-INFLUENTIALS and the neighborhood follows!

Here's the pivot point of the big Saturday Evening Post Blue-Ribbon Home promotion—The Saturday Evening POST-INFLUENTIALS. These are the Politz-proved Post readers who not only approve of Post advertising, but talk about and recommend the things they read in the Post to others around them! Their influence moves fastest because it moves side-

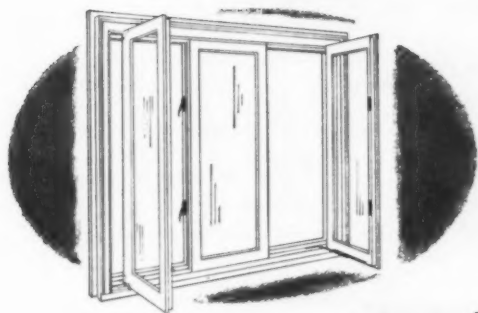
ways—neighbor to neighbor, friend to friend—on every spending level.

Watch for the Post's own full-page ad in the May 17 issue. This ad urges POST-INFLUENTIALS to invest in a new home now and carries a full listing of the pace-setting Saturday Evening Post Blue-Ribbon Home builders across the nation.



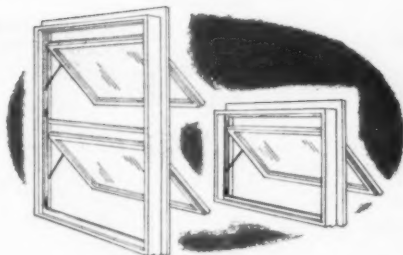
*This complete line of  
wood windows gives us a choice...  
that's why we prefer*

# Qualitybilt WOODWORK®



**CASEMENT WINDOWS** with slim mullions, exclusive, durable hardware, screens and year 'round insulation. Available with divided or single lights in all standard opening sizes . . . Picture Window combinations, using standard sizes of Thermopane, can also be supplied.

**4-WAY WINDOWS** are amazingly versatile. Use the Single Sash Series to form Awning, Hopper, or Casements as desired . . . the Two-Sash Series for Awning or Casement installations. Economical and practical. Hundreds of combinations possible with both Series . . . fit any requirement.



**DOUBLE-HUNG WINDOWS** are available in all standard modular sizes . . . and with various types of counter balancing . . . fully weatherstripped. The "Remov-a-seal" has sash balances and metal runways designed so sash can be removed or replaced instantly without tools for cleaning or painting both sides.

Send **TODAY** for free detailed catalogs and name of nearest distributor.

*All QUALITYBILT Windows are made of W. Pine accurately manufactured and toxic treated for long life. Ask for QUALITYBILT Windows to insure getting the finest.*

## FARLEY & LOETSCHER MFG. CO.

DUBUQUE, IOWA

ENTRANCES • DOORS • FRAMES • SASH • BLINDS • CASEMENTS • SLIDING DOORS • SCREENS  
COMBINATION DOORS • STORM SASH • GARAGE DOORS • MOULDINGS  
INTERIOR TRIM • SASH UNITS • LOUVERS • KITCHEN CABINET UNITS  
CABINET WORK • STAIRWORK • DISAPPEARING STAIRS • "FARLITE" LAMINATED PLASTICS

FARLEY & LOETSCHER MFG. CO., DUBUQUE, IOWA

Send complete information on:

☐ Casement Windows ☐ 4-Way Windows  
☐ Double-Hung Windows

...and name of nearest distributor

Name.....

Address.....

City.....State.....

## CATALOGS...

**LUMBER BOOKLET**, "Better Homes Are Built of Wood," contains 50 photographs and drawings in 32 pages. Shows how wood is used to improve appearance, increase livability and home value. Discusses wood-frame construction, siding, windows, etc. Nat'l Lumber Mfrs. Assn., Dept. AB, 1319 18th St., N.W., Washington, D.C.

Circle No. W56 on reply card, p. 126

**BIG YARDAGE**, new usefulness in an advanced hydraulic scraper is available from Oliver. Eight-page brochure both describes and pictures the new Oliver 990 Scraper. Unit, with 6.7 cu. yd. heaped capacity, offered particularly for small contractors. The Oliver Corp., Dept. AB, 400 West Madison St., Chicago 6, Ill.

Circle No. W57 on reply card, p. 126

**BEAUTY AND VALUE** of cedar shingles and shakes as exterior building materials are stressed in new brochures. Literature is available for distribution at builders' model homes where cedar is used for roofs or exterior walls. Red Cedar Shingle Bureau, Dept. AB, 5510 White Bldg., Seattle 1, Wash.

Circle No. W58 on reply card, p. 126

**HOME VARIETY** is displayed in brochures from Virginia Lee. Sketches and floor plans in brochures show tri-level, contemporary designs with a look toward tomorrow's trends. Information is available on the firm's entire line. From Virginia Lee Homes, Inc., Dept. AB, 606 6th St. S., Kirkland, Wash.

Circle No. W59 on reply card, p. 126

**SINK STYLES** in stainless steel are shown in catalog material from Lyon. Describes Redi-Rim design which speeds installation because of the single unit operation. Also presents new Dispo-Well model with off-center drain. Lyoncraft, Dept. AB, 13881 W. Chicago Blvd., Detroit 28, Mich.

Circle No. W60 on reply card, p. 126

**FURNACE FEATURE**, a six-page catalog, covers forced air gas furnaces. Includes applications, features, ratings and specifications. Clipper group is available in 19 sizes. Also described in catalog is Barnes line of floor furnaces. Complete information available from Tamco Corp., Dept. AB, Sebastopol, Calif.

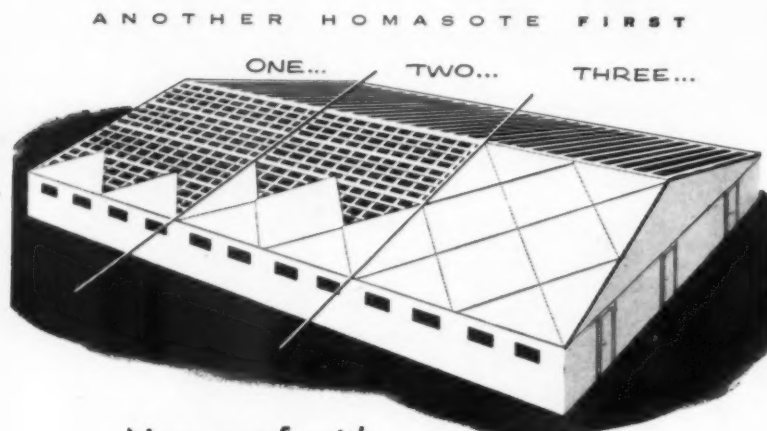
Circle No. W61 on reply card, p. 126

**"BUILDING SAVER"** products, uses and costs are outlined in a four-page estimating guide. Illustrated brochure covers 37 products for treatment of concrete and wood floors. Also gives methods of application. Building Products Div., L. Sonneborn Sons, Inc., Dept. AB, 404 4th Ave., N.Y. 16, N.Y.

Circle No. W62 on reply card, p. 126

**SCREENING USES** plus typical installation details are presented in eight-page booklet on Kaiser Shade-Screen. Gives function, advantages, and types available. Chart shows a/c economies which result with use of ShadeScreen. Kaiser Aluminum & Chemical Sales, Inc., Dept. AB, 919 N. Michigan Ave., Chicago, Ill.

Circle No. W63 on reply card, p. 126



## Now roof with 8' x 8' "shingles"

WITH THE HAGERMAN "88" METHOD  
AND 8' x 8' WEATHERPROOF HOMASOTE PANELS—  
YOU ARE DOLLARS AND HOURS AHEAD  
(ONLY 2/3 LABOR-HOUR PER SQUARE)

Consider the above building—planned to be about 60' long and 40' wide. The Hagerman "88" Specifications Sheet shows that the nearest economical length is 64'—the width 40' at the eaves—the pitch 5". The rafters should be 2 x 10's if 24" o.c.

The Hagerman "88" Tables then show that 48 panels of Homasote, each 8' x 8', make the complete roof.

These 48 panels of Homasote are applied in a "diamond" pattern. Rafters are strapped 16" o.c. Some of the panels are cut in two diagonally (at the eaves, sides and ridge)—all according to specifications supplied. Succeeding rows of panels overlap 5 1/2", fully weather-tight. Weatherproof Homasote requires no further finishing of either the surface or the joints (although for appearance painting is desirable).

Hagerman "88" roofs are in use on all types of warehouses, utility buildings, farm buildings, poultry houses—wherever fast, cost-conscious structures are needed. For garages and other small structures, use 4' x 4' Homasote panels. Mail the coupon for data on this and other Homasote Products—and for your copy of the 72-page Homasote Handbook.



### SOFFITSOTE

—the ideal soffit material—comes in 8' lengths and handy 12", 16", 24", 32" and 48" widths. Grooves —8" apart—run the length of the soffit—match the modern design of large overhangs. Groove-lap ends and sides assure true-line joining. Available primed or unprimed. The Wilson Air-Floater construction method saves all the labor and time of boxing the rafters to support the soffit material.

## HOMASOTE COMPANY

In U. S., kindly address  
Trenton 3, New Jersey.  
In Canada: Toronto, Ont.—P.O.  
Box 35, Station B • Montreal,  
P.Q.—P.O. Box 20, Station B



Send the literature and/or specification data checked:

- |  |   |
|--|---|
| <input type="checkbox"/> Hagerman "88"                   | <input type="checkbox"/> Panel-Tile (on 4' x 8' panels) |
| <input type="checkbox"/> Soffitsote                      | <input type="checkbox"/> Grooved Vertical Siding        |
| <input type="checkbox"/> Wilson Air-Floater Construction | <input type="checkbox"/> Homasote (72-page) Handbook    |

NAME.....

ADDRESS.....

CITY.....ZONE.....STATE.....E-9

Short-span concrete slabs

# COST LESS

- with new

## Milcor Ribform

### Quick deliveries from a dealer's stock near you

Save construction dollars with high-tensile steel Ribform, as permanent centering for concrete on spans up to five feet:

*Goes down fast.* One man easily handles a sheet. It is quickly and inexpensively placed and welded to joists.

*Needs no temporary bracing of joists.* Ribform is a rigid type of centering; it exerts no side-pull on the joists.

*Eliminates scaffolding.* Once down, Ribform becomes a safe, non-flexible working platform for all trades.

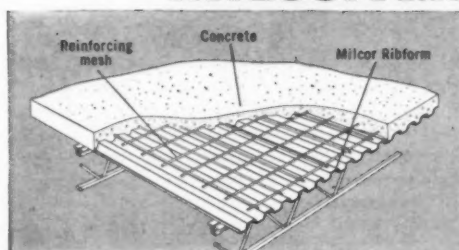
*Uses as much as 20% less concrete than flexible types of centering.*

*Slab is poured and finished in one operation.* The rigidity of Ribform permits monolithic finishing — eliminates costly topping.

*Easy to install over pipe trenches or other inaccessible locations where it is impractical and expensive to strip wood forms.*

Write for Milcor Catalog No. 245.

## MILCOR Ribform



**INLAND STEEL PRODUCTS COMPANY**

DEPT. E, 4025 WEST BURNHAM STREET • MILWAUKEE 1, WISCONSIN ATLANTA • BALTIMORE • BUFFALO • CHICAGO  
CINCINNATI • CLEVELAND • DALLAS • DENVER • DETROIT • KANSAS CITY • LOS ANGELES • MILWAUKEE • MINNEAPOLIS  
NEW ORLEANS • NEW YORK • ST. LOUIS

# Cincinnati's "Best



This home, featuring Truscon Aluminum Casements, built by Warner-Kanter, Inc., located in Forest Park, the new planned community for 50,000 people adjacent to Cincinnati, won the Ohio Home Citation plaque, awarded as the "best home for the money" by the national publication, *The American Home*.

# REPUBLIC



*World's Widest Range of Standard Steels*



# Home Buy For The Money" Features TRUSCON Aluminum Casements

They came—nearly 15,000 visitors the first day! They saw! They bought—12 homes the first day, 35 homes in ten days and were buying an average of 15 homes per week at last report.

That's the record of Warner-Kanter, Inc., home-builder winners of the 1957 *American Home Ohio Home Citation* "best home for the money" award. The citation home, located in Forest Park, the new planned community for 50,000 people adjacent to Cincinnati, features Truscon Aluminum Casements.

The results of this award can be summed up in three words—*plan, product, and price*. That sums up Truscon Aluminum Casements, too.

**PLAN**—Truscon Aluminum Casement beauty adds value and home-buyer appeal to any home plan. And they are

available without delay from 24 conveniently located warehouses to meet building plan schedules, too.

**PRODUCT**—precision engineered, manufactured to rigid specifications, carefully inspected. This is further assurance of top-quality product. That's why Truscon Aluminum casements are a hallmark everywhere of gracious living.

**PRICE**—all the advantages of years of Truscon manufacturing skill and experience keep original costs low. And care-free Truscon Aluminum Casements never stick, warp, sag—never need painting or costly maintenance.

If you plan to build 10 homes, 100 homes, or just one fine home for yourself, take a tip from Warner-Kanter, Inc. Call your Truscon representative and get the facts first hand. Or, mail the coupon below today!



**ANOTHER BEST BUY!** Republic House-Long Galvanized Steel Gutters are available in lengths up to 32-feet. They cut installation costs up to 50% by eliminating unnecessary cutting, measuring and soldering time. No seams to mar home beauty. Send for complete information today.



**ANOTHER BEST BUY!** Republic Steel Kitchens offer built-in beauty, convenience and features home-buyers want most. From organized storage, fire-safe steel ovens and surface ranges to custom-looking sink centers, there's a Republic cabinet to fill every kitchen need. On display, N.A.H.B. Convention, Booths 793 and 794, Coliseum.

## STEEL

*and Steel Products*

### REPUBLIC STEEL CORPORATION

DEPT. AS-4687-A

1441 REPUBLIC BUILDING • CLEVELAND 1, OHIO

Please send information on the following Republic products:

- ☐ Truscon Aluminum Casements    ☐ Republic House-Long Gutters
- ☐ Republic Steel Kitchens

Name \_\_\_\_\_ Title \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**This month**

**American Builder questioned  
builders and manufacturers  
on roofing and siding.**

**We asked them . . .**



## ... What exterior finishes sell

**I**t won't surprise you to hear that brick is still ranked tops for exterior wall finishing. But builders who handed down this opinion

added a strong "follow-up." Home buyers are looking for more "mixed" facades. The most popular mixture: brick with wood siding or

wood shingles. But the *number* of combinations reported were almost endless. These include everything from stucco and stone to redwood

### HAVE YOU HEARD ABOUT THIS? NEW IDEAS ON ROOFING AND SIDING

#### WHAT THEY'RE DOING TODAY:

- "Our Wedgwood Home of Tomorrow is going to feature an aluminum skin which, to date, has been well received"—Dwight Haugen, pres., Wedgwood Homes, Inc. (Watch for this house in the July issue.)
- "We've begun to use the widest asphalt shingles on the market today to speed up our installation."
- "Plastic roofs are here today for us. We've been experimenting successfully with a built-up type of roof which employs marble chips embedded in a clear plastic base." (Ther-Mo Roof. Circle No. W67, p. 126.)

#### WHAT THEY WANT TOMORROW:

- "The housing industry would do well to put more research money into plastic as a roofing material. We are sure that this will be the 'material of the future'."
- "We're building low-cost homes. We could really use some kind of prefabricated sheet material for siding. The bigger the sheet, the better for us, because our most important factor is time."
- "We have experiments under way with a foam plastic panel for use as a complete roof and exterior walls of a home."—Aluminum Co. of America.



**Q.** What is the most popular exterior wall treatment with your buyers? (This question and all those below were asked of home builders throughout the United States.)

**A.** "Brick . . ." ". . . is practically maintenance-free." ". . . blends easily with other siding materials." ". . . successfully combats humidity problems." ". . . is demanded by our buyers whether we like it or not."



**MIXTURES** sell! Cedar siding by Olympic Prods. (No. W68, p. 126.)



**BIG**, long shakes install easily. By Shake-a-Ply. (No. W69, p. 126.)

**Q.** Do "mixed" finishes create more sales appeal for your houses?

**A.** "Yes. . . ." ". . . in projects especially, because it helps break up monotony of identical elevations." ". . . our most popular combination is brick and wood siding." ". . . we always use two materials when we don't build an all-masonry house."

**Q.** What material do you find easier to work with?

**A.** "Any large sheet material . . ." ". . . because it's easier to apply, and therefore goes up faster, which saves me money." ". . . because it doesn't take a wizard to put it up." ". . . we've found that the long siding panels are actually more flexible."

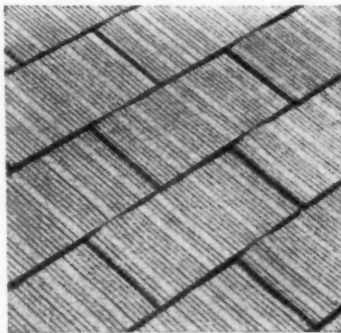
## today?

and wood shingles. Why so many variations? These "mixtures," you'll find, add a lot of house sales appeal.

Our cross-country survey turned up a number of other builder (and therefore buyer) trends. In siding: wood, stone, asbestos shingles, plywood, hardwood, stucco, concrete block and aluminum ranked in about that order.

In roofing, asphalt shingles came off first with special preferment for the new "locking" shingles. Built-up roofs with gravel or marble-chip topping are another popular item. Cedar shingles (including thick butt hand-hewn shakes) are big salespullers on the West Coast. This appeal, other builders report, is heading east. Also gaining in residential roofing appeal: terne metal roofs.

Flashing preferences (for use and saleability) place galvanized metal first. Aluminum, copper, paper-treated material and terne metal were also cited.



**ASPHALT** shingles dominate roofing. These by Celotex (No. W70, p. 126.)

**Q.** How about roofing? What materials are most often used on your new houses? Do they help you sell?

**A.** "Asphalt shingles . . ." ". . . are number one in our area for two basic reasons: they go on fast, and they cost less." ". . . asphalt roofs do help sell houses because the public is familiar today with the product."



**WHITE** roofs have climbed to top popularity among home buyers.

**Q.** Do you use light-colored roofing to help keep your houses cool; to lower air conditioning loads?

**A.** "Nearly all the new homes in this area (Syracuse, N.Y.) have white roofs." ". . . yes, we like to use light-colored roofs to reduce a/c loads, but some of our customers still demand dark blue, black."



# full 5-year guarantee

Up an' over! It's so easy with the Berry Sectional. So quiet, too. Count other exclusives like full-width unlatching mechanism, complete weather stripping and no-pinch section joints. Then you'll know why this door is so packed with consumer appeal. What's more, it's Paintlok steel . . . won't swell or shrink, peel, check or rust. Colorful national advertising tells prospective home buyers . . . presells them on this trouble-free sectional.

Berry Doors cost no more than ordinary doors, either. And installation's simple. Window lites optional on all models. See your distributor or write Steel Door Corporation, 2400 E. Lincoln, Birmingham, Michigan—world's largest manufacturer of residential garage doors.



Custrim molding mounts quickly, inexpensively on Berry Doors

# Berry

STEEL DOORS

## QUANTITY MATERIAL LIST

(Continued from page 110)

Walls	4" Brick	150 sq. ft.
Chimney	Brick	300 cu. ft.
Flue Lining	20" x 24" T.C.	20 lin. ft.
Wall at carport	8" Block	40 sq. ft.

### TILE WORK

Location	Description	Amount
Walls Bathroom	Ceramic	112 sq. ft.
Floors Bathroom	Ceramic	48 sq. ft.
Lavatory Walls	Asphalt Tile	50 sq. ft.

### STRUCTURAL STEEL

Location	Description	Amount
Girder	8 WF 17—32'0"	1 piece
Hearth Lintel	5" x 3 1/2" x 5/16" Angle 4'0" long	1 piece

### FRAMING LUMBER

Location	Size	Pieces	Lin. Ft.	B.F.M.
Sill	(2) 2 x 6	—	200	200
Floor Beams	2 x 8	37/16	592	790
Box Header	2 x 8	—	70	94
Bridging	1 x 3	—	144	36
Studs	2 x 4	280/8	2,240	1,495
Plates	(3) 2 x 4	—	690	460
Bath Studs	2 x 6	10/8	80	80
Bath Plates	2 x 6	—	30	30
Rafters	2 x 10	28/14	392	654
Rafters	2 x 12	28/24	672	1,344
Rafter Tails	2 x 6	28/10	280	280
Girder	(2) 2 x 10	—	72	120
Girder	(2) 2 x 8	2/24	48	64
Pasts	4 x 4	3/8	24	32
Fascia Blocking	2 x 6	—	72	72
Carport Ceiling Joists	2 x 8	18/14	252	336

### SHEATHING, SIDING, FLOORING, ROOFING, INSULATION, ETC.

Location	Description	Actual	Actual +10%
Sub Floor	1 x 4 or Plywood	465 sq. ft.	512 sq. ft.
Roof Sheathing	1 x 6 or Plywood	1,720 sq. ft.	1,892 sq. ft.
Insulation Ceiling	2" Batts	1,520 sq. ft.	1,672 sq. ft.
Carport Roof Sheathing	1 x 6 or Plywood	310 sq. ft.	341 sq. ft.
Side Wall Sheathing	1/2" Gypsum	1,300 sq. ft.	1,430 sq. ft.
Siding	Red Cedar Siding	1,100 sq. ft.	1,210 sq. ft.
Wall Insulation	1" Balsam Wool	1,000 sq. ft.	1,100 sq. ft.
Roofing	215# Asphalt	1,720 sq. ft.	1,892 sq. ft.
Roofing	5 Ply Pitch & Gravel	310 sq. ft.	341 sq. ft.
Ceiling	1/4" Plywood	1,520 sq. ft.	1,672 sq. ft.
Finish Floor Bedroom	Vinyl Tile	156 sq. ft.	172 sq. ft.
Finish Floor Kitchen	Vinyl Tile	120 sq. ft.	132 sq. ft.
Carport Ceiling	1/4" Hardboard	310 sq. ft.	341 sq. ft.
Walls in Carport	1/4" Hardboard	240 sq. ft.	264 sq. ft.
Finish Floor at Entry	Vinyl Tile	20 sq. ft.	22 sq. ft.
Wall Covering	1/2" Plasterboard	2,000 sq. ft.	2,200 sq. ft.
Playroom Floor	Asphalt Tile	216 sq. ft.	238 sq. ft.
Playroom Walls	Plywood	480 sq. ft.	528 sq. ft.
Areaways	Metal	2	2

Note: The waste factor is determined by the material used and the method of installation.

### MILLWORK

Exterior Trim Location	Description	Amount
Fascia	1 x 8	220 lin. ft.
Frieze	1 x 6	134 lin. ft.
Fascia	1 x 2	220 lin. ft.
Soffit	1/2" Ext. Plywood	200 sq. ft.
Interior Trim Location	Description	Amount
Base	1 x 4	230 lin. ft.
Cl. Pole	1 1/2" diam.	20 lin. ft.
Pole Sockets	Wood	2 pair
Cleats	1 x 3	35 lin. ft.
Hook Strip	1 x 4	30 lin. ft.
Shelving	1 x 12	70 lin. ft.
Stairs	6 Risers	1 set
Stairs	8 Risers	1 set

### WINDOW SCHEDULE

Size	Description	Amount
2'6" x 1'8"	Cellar Sash	3
2(2'0" x 4'0") + (4'0" x 4'0")	Gang of 3	1
3(2'0" x 4'0")	Gang of 3	1
5'0" x 3'0"	Glass Block	1
2'6" x 4'0"	Casement	5
5'0" x 6'0"	Fix and Casement	1
		Total 12



Aprons	1 x 6	40 lin. ft.
Stools	1 x 8	40 lin. ft.

Note: All windows are to be ordered from the window schedule complete in gangs as specified to include all sash, frames, trim, casing, mullions, stops, etc.

#### DOOR SCHEDULE

Exterior Doors	Description	Amount
Size		
3'0" x 6'8" x 1 3/4"	Flush S.C.	1
2'8" x 6'8" x 1 3/4"	Flush S.C.	1
4'0" x 6'8" x 1 3/4"	Gloss Sliding	2
2'0" x 6'8" x 1 3/4"	Storage Doors	2
Interior Doors		
2'6" x 6'8" x 1 3/4"	Flush H.C.	2
2'4" x 6'8" x 1 3/4"	" "	3
2'0" x 6'8" x 1 3/4"	" "	1
2'0" x 6'8" x 1 3/4"	Sliding	4
2'0" x 6'8" x 1 3/4"	Folding	4
	Total	20

Note: All doors are to be ordered from the door schedule complete with doors, door frames, trim, casing, saddles, etc.

#### KITCHEN CABINETS

Location	Size	Amount
Broom Closet	1'8" x 2'0" x 2'0"	1
Hanger	2'0" x 2'6" x 1'0"	1
Counter	1'0" x 3'0" x 2'0"	1
Hanger	1'0" x 2'6" x 1'0"	1
Hanger	1'6" x 2'6" x 1'0"	1
Hanger	3'6" x 1'8" x 1'0"	1
Hanger	3'0" x 2'6" x 1'0"	1
Counter	3'0" x 3'0" x 2'0"	1
Counter	4'6" x 3'0" x 2'0"	1
Oven Counter	2'0" x 2'0" x 2'0"	1
	Total	10

Note: All counters are to be ordered complete with plastic laminate top and back splash.

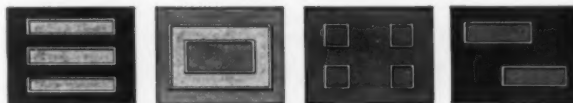
Material breakdown prepared by Joseph Steinburg, professor, and Martin Stempel, associate professor, Construction Technology Dept., New York City Community College.



# and easy to install, too!

Berry Doors are the *easiest-going* doors your garages can boast. Powerful national advertising tells your prospects ... helps sell your homes. What's more, factory-assembled hardware makes installation so simple. Anyone can install this Berry Suburban, for example, in about an hour's time. And because of Paintlok steel construction, a Berry Door won't swell or shrink, peel, check or rust. All parts and components carry a full five-year guarantee.

Small wonder Berry is the world's largest manufacturer of residential garage doors. See your building supply distributor or write direct. *Steel Door Corporation, 2400 E. Lincoln, Birmingham, Michigan.* In Canada: *Berry Door Co., Ltd., Wingham, Ontario.*



Style the standard Berry Door to a distinctive custom model

# Berry

STEEL DOORS

**HELP! US HELP YOU ...**  
**HELP! THE POST OFFICE ...**  
**HELP! THE POST OFFICE**  
**HELP YOU.**

This magazine is cooperating with the Post Office Department to achieve economical, efficient and fast delivery of your magazines. Please do your part by telling us what your postal zone is—if you have one. If you don't know, ask your letter carrier.

**ALWAYS Show Zone Number**  
**when RENEWING**  
**-ORDERING**  
**-WRITING ABOUT**  
**SUBSCRIPTIONS**

"GOOD IDEA" COUPON (clip and mail)  
**AMERICAN BUILDER**  
**BOX 961** **BRISTOL, CONN.**  
**PLEASE ADD MY POSTAL ZONE**

NAME .....  
 ADDRESS .....  
 CITY ..... **ZONE** **STATE** .....

# LENNOX

*has helped hundreds  
of sales-minded  
builders sell  
thousands of homes!*



*C. P. Hadley, Fort Worth  
Texas—"Lennox is a  
top-quality product with  
public demand and  
acceptance."*



*George Meckler, Cleveland  
Heights, Ohio—"... thank  
you for the fine sales aids.  
We... find the assistance  
we have derived from them  
to be priceless."*



*Herman Niessen, York, Pa.—  
"... your cooperation in  
producing... brochures and  
other advertising media...  
has been  
tremendously helpful."*

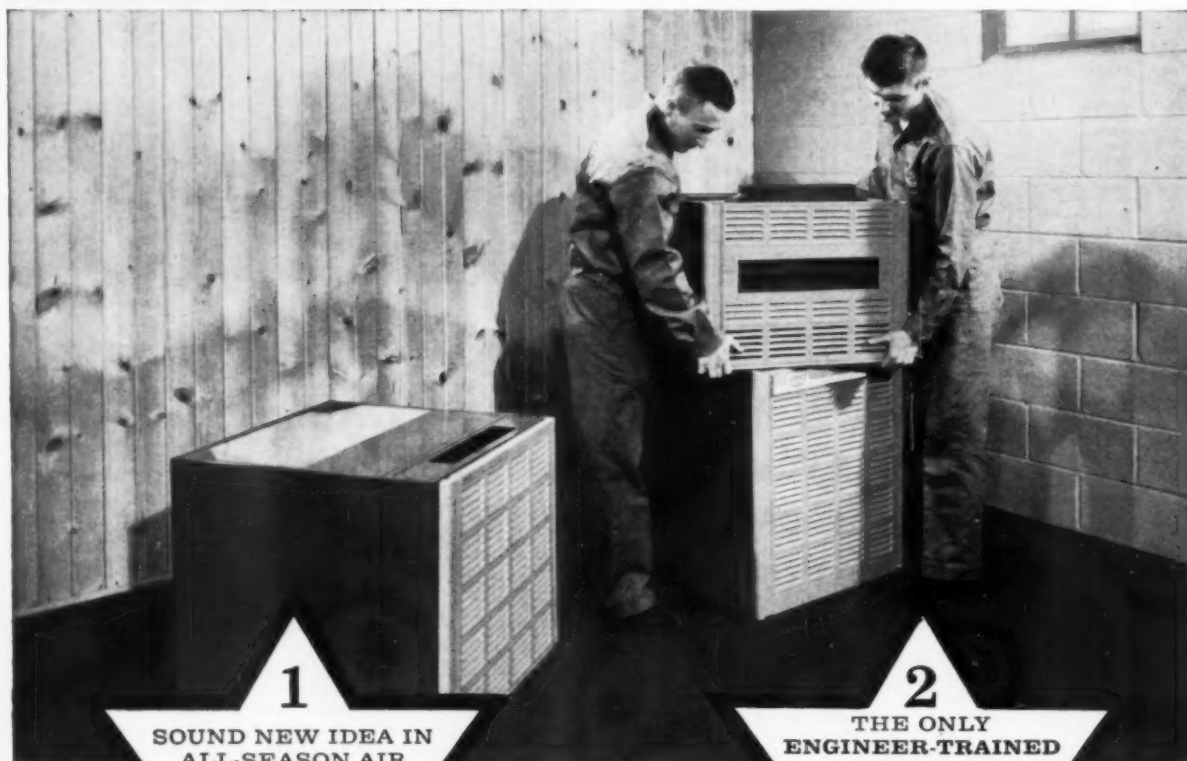


*Russell Wohlgenuth,  
Littleton, Colo.—"This letter  
is to inform you of our  
complete satisfaction with  
the personalized tract  
brochures you have supplied  
us. This brochure has indeed  
turned lookers into buyers."*



*Gil Girdauskas, Milwaukee,  
Wis.—"The quality of the  
workmanship in your  
brochures is the finest we  
have ever seen."*

# READY



**1**

**SOUND NEW IDEA IN  
ALL-SEASON AIR  
CONDITIONING—  
"BLOCKS  
OF COMFORT"!**

**2**

**THE ONLY  
ENGINEER-TRAINED  
DEALERS  
WORKING  
DIRECTLY WITH  
THE FACTORY!**

## **LANDMARK\* all-year comfort system appeals to prospects, ends complaints**

For the first time—a year-round air conditioning system that will stir the imagination of your prospects! A dramatic new idea: separate "blocks of comfort" permit your Lennox Comfort Craftsman to choose the *one* right cooling unit, heating unit, air handling unit for every home you build. Combined, these units form the Landmark, to bring your customers heating and air conditioning made-to-measure to their needs; to banish complaints of noise, discomfort, faulty operation, high operating costs. *Installation time is cut by hours!*

## **Your Lennox Comfort Craftsman serves on your team, solves your problems**

There is one man in your community qualified to give you **ALL** the service you have a right to expect—your Lennox Comfort Craftsman. This man is trained in a Lennox factory by Lennox engineers. He works directly with the factory to fill your needs *on time*. He serves right on your team to give you expert planning, installation and servicing—promotion aid, too, if you wish. He can meet *your most exacting need*, with the world's most complete line of heating and air conditioning equipment. Find his name in the Yellow Pages.

# NOW TO HELP YOU SELL... DRAMATIC, NEW LENNOX 3-STAR PROGRAM!



## Site-tested promotion aids save you time and money—really motivate sales!

The merchandising phase of this powerful 3-star program begins with big-space advertising in national magazines to stimulate interest in home buying. Ads in such magazines as *Time*, *House Beautiful*, *House & Garden*, *Parents'*, *Vogue*, *National Geographic* and *Reader's Digest* say: "Buy that new home now . . . and be sure there's a Landmark in it!" Complete merchandising programs help this giant ad effort pay off in your model homes. Site-tested merchandising packages provide all the tools you need to pull prospects and turn them into buyers.

**WRITE, WIRE OR PHONE LENNOX**  
for all the facts about this 3-star program!

*See Sweet's for product facts; or, for complete information about this new program, inquire of Lennox Industries Inc., Dept. AB-85, Marshalltown, Iowa.*

*You do better when you do business with . . .*

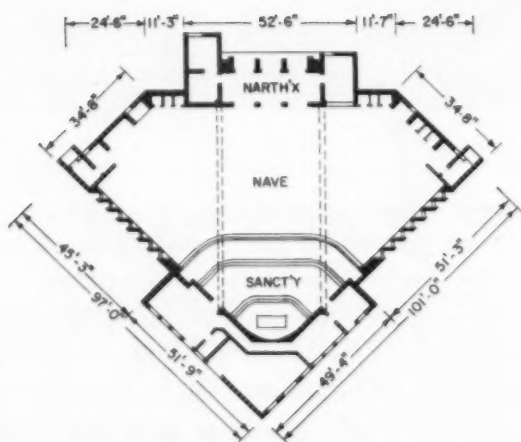
**LENNOX**

©1958 LENNOX INDUSTRIES INC., HEATING AND AIR CONDITIONING, FOUNDED 1895:  
Marshalltown and Des Moines, Ia.; Syracuse, N. Y.; Columbus, O.; Decatur, Ga.;  
Ft. Worth; Los Angeles; Salt Lake City. In Canada: Toronto, Montreal, Calgary,  
Vancouver, Winnipeg.



VIEW TAKEN between both girders looking down toward the rear entrance of the church.

## This reinforced brick girder



ONE of the biggest problems of church design was solved economically by the use of two record spanning 65' brick girders. As can be seen in the above floor plan the girders (broken lines) allow a view of the sanctuary from any point in the nave unobstructed by columns.

Builder C. Rallo saved himself \$4,000 and 5 to 6 months construction time when he built St. Hedwig's Church in St. Louis, Mo. His cost-saving method was the use of two 65'x10'x17' reinforced brick girders and four supporting brick columns.

The girders were put through a rigid performance test during the construction. (Explained above, right). The successful completion of the job left no doubt that reinforced brick masonry may be used to great building advantages.

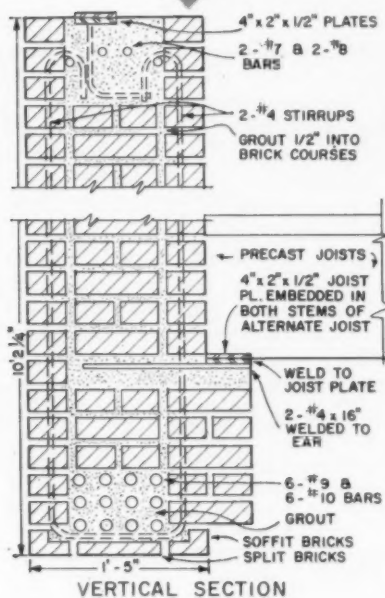
The girders and columns required no formwork or additional expense for facing. The attractive brick, which is visible from three sides in the church, is an integral part of the beams and columns (drawing, opposite page).

In home construction during the war, when there was a shortage of steel, reinforced brick masonry was used as an alternate method of constructing lintels. On the West Coast, in recent years, it has been found to provide a substantial resistance to earthquake forces. Architect: J. T. Golabowski; Structural Engineer: W. H. Herrmann. For more data, contact Unit Masonry Assn., St. Louis, Mo.

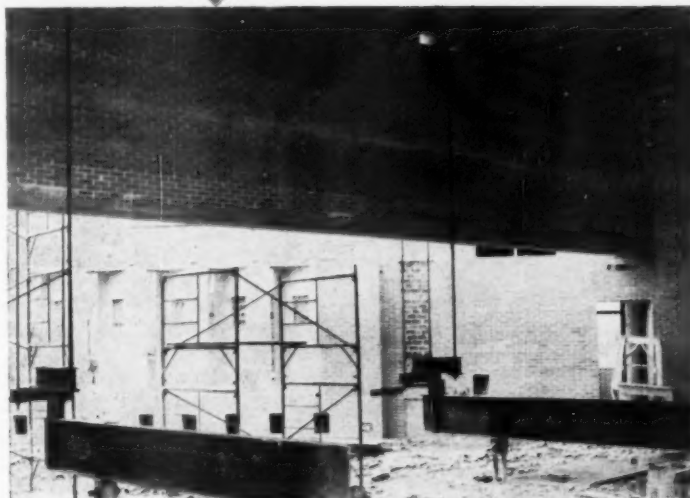


## GUIDE FOR THE MONTH OF MAY

### HOW



### WHAT

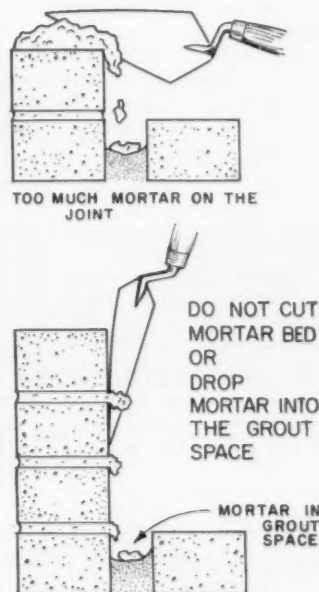


AS PART of a performance test, 67,500 lbs. was applied to each third point on one of the two girders. Loads were applied with calibrated hydraulic jacks through a fulcrum system. Under full load at end of 24 hours, maximum deflection was .1515" which compares very favorably to the allowable .415" prescribed under provisions of the test procedure.

## saved the builder \$4,000

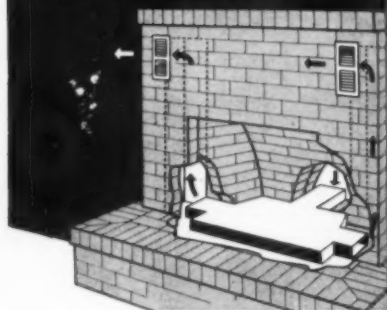


**NO FORMWORK** is needed. Construction of girders begins with placement of the "L" shaped soffit and split brick (drawing above) directly upon shoring platform. The web of interior reinforcement steel is erected over this first course. The system consists of 6-#9 and 6-#10 bars bottom and 2-#7 and 2-#8 bars top tied together with 10-#4 "U" stirrups spaced out from each end. Brick is then built up.



**New...**

## Fireplace Heat Circulator Costs Two-Thirds Less!



### DOUGLASS *hearth form*

Compare these advantages with any other fireplace heat circulator:

- Makes any masonry fireplace, including Swedish design, an effective forced air heating plant.
- Lightweight, compact for convenient handling and warehousing.
- Easily, quickly installed by one man.
- Serves as a form or template for the fireplace.
- As an air conditioner, draws fresh, smokeless air into the home.

Inexpensive to purchase, easy to install, DOUGLASS hearth form brings new utility to fireplace heating and increases the dollar value of any home.

**FREE:** Send for illustrated literature on the new low cost DOUGLASS hearth form fireplace heat circulator.

**DEALER INQUIRIES INVITED**

DOUGLASS MANUFACTURING CO.  
P.O. Box 905B, Los Gatos, California

Name \_\_\_\_\_

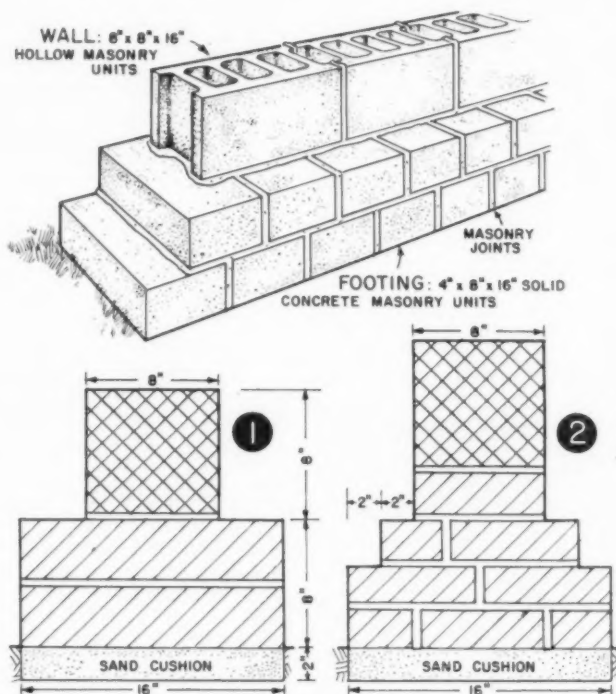
Address \_\_\_\_\_

City \_\_\_\_\_

American  
Builder

**TRAINING YOUR MEN**

## How to do it better



### Here are two substitutes for poured concrete footings

In many instances it is extremely inconvenient and often impossible to mix and pour concrete footings for certain jobs either because of cement shortages or because of the fact that the job is inaccessible to ready-mix trucks.

Some builders may find it expedient to use footings built of masonry units as a substitute for the poured type footing, and in many localities FHA has approved this system for small one-story residences and other jobs where the soil has good bearing capacity.

Good masonry practice calls for a footing twice the width of the wall which it is to bear, and of a depth of footing equal

to the width of the wall.

The sketch (detail No. 1), shows a footing constructed entirely of 4x8x16" solid concrete masonry units on a 2" sand bed, which is well compacted and accurately leveled.

Units should be carefully set on the bed so as not to disturb the grade, and all mortar joints should be filled tightly with a rich mortar mixture. Walls can then be laid up using conventional 8x8x16" hollow masonry units.

W. D. Coffey, Rochester, N.Y.

**EDITOR'S NOTE:** We added the bonded clay brick footing (detail No. 2) to round out the subject of alternate footings.

(Continued on page 180)

# Wood Sheathing

**gives homes  
greater value**

● Builders know that the selection and application of sheathing is an important step in building homes. Many use wood sheathing because it does much more than merely cover the framework. Fine homes are made even better when wood sheathing is used to add strength to the structural framing.

Weyerhaeuser 4-Square wood sheathing helps you build a rigid structure . . . tying it together securely and permanently. Weyerhaeuser 4-Square wood sheathing is kiln-dried for great stability and increased nail holding power. Wood serves as a durable base for exterior coverings without the need for furring strips.

Kiln-dried Weyerhaeuser 4-Square wood sheathing has been a favorite of builders for generations. Ask your local Weyerhaeuser 4-Square Lumber Dealer about the various species and grades readily available.



## Weyerhaeuser **4-SQUARE** LUMBER AND BUILDING PRODUCTS



DESIGN NO. 6115

Shown here are two of the many professionally planned modern home designs available to builders at the yards of local Weyerhaeuser 4-Square Lumber Dealers. Homes to suit every taste and budget are included in the complete selection. All are engineered for durability, lasting value, and economical construction. Complete blueprints and accurate material lists available for each home.



DESIGN NO. 7105



### *Basically better because...* **IT'S KILN-DRIED**

- Trademarked Weyerhaeuser 4-Square Lumber is properly seasoned by scientifically controlled methods of drying. The result is lumber which has maximum strength, finishes easily, and holds nails securely. Kiln-drying also promotes dimensional stability.
- Besides being kiln-dried, Weyerhaeuser 4-Square Lumber is precision manufactured, uniformly graded and identified, and carefully handled. All these features contribute to the consistently high quality of Weyerhaeuser 4-Square Lumber, creating customer satisfaction and profitable repeat business for builders who use it. The Weyerhaeuser 4-Square trademark is your assurance that you are buying lumber and building products which are basically better.

**Weyerhaeuser Sales Company**  
ST. PAUL 1, MINNESOTA

—specify—**Cabot's**  
**for distinctive**  
**coloring..**  
**years of wear..**



**for shingles,**  
**rustic siding...**

## Cabot's STAINS

More and more leading builders are discovering the advantages of using Cabot's Stains instead of paint to bring exciting color and longer wear to shingles, rustic siding and shakes.

### HERE'S WHY! Cabot's Stains:

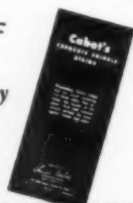
- add years to the life of the wood
- will not crack, peel or blister
- will outlast paints — cost less than 1/2 as much
- need no priming or thinning
- need no sanding or scraping
- are easy to apply and maintain

*Choice of 18 modern colors*

A quality product from Cabot Laboratories  
 ...manufacturing chemicals since 1877.

*Samuel Cabot*

*Write for your copy  
 of the Cabot Stains  
 color card today.*



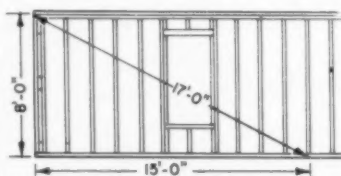
### SAMUEL CABOT INC.

525 Oliver Building, Boston 9, Mass.

Please send copy of Cabot Stains color card.

## How to do it better...

(Continued from page 178)

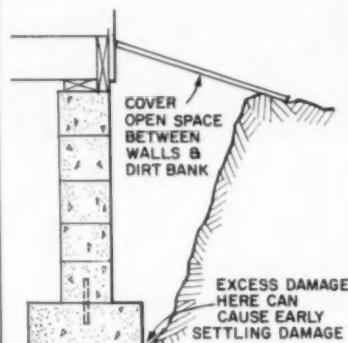


### Builder uses simple math to square his frame walls

When you apply sheathing on the outside of frame walls before you raise them, use the system outlined below. The numbers illustrated in the drawing above can be used to square the corner of the frame wall very satisfactorily in houses having 8' finish ceiling lines.

These numbers form a longer triangle than is possible with the standard 6', 8', and 10' dimensions, and thus serve to straighten a longer length of the bottom plate, besides being mathematically correct. The formula reads:  $A^2 + B^2 = C^2$  or  $8^2 + 15^2 = 17^2$  or  $64 + 225 = 289$ .

Robert L. Murphy  
 Lansing 17, Mich.



### How to keep surplus water away from foundations

It's a good idea to protect your building while it is under construction because many buildings are delayed for one reason or another. When delay occurs, rain or snow sometimes accumulate around the foundation wall and damage results in later settling of the building.

Settling due to this cause can be prevented by covering the opening between the soil band and foundation walls during wet spells.

Use material such as asphalt-treated sheathing or even roof sheathing to keep the moisture out.

Arthur N. Nelson  
 Kansas City, Mo.

## NEW Improved PRECISION

**America's Quality Stairway**



LISTED IN SWEET'S  
 Approved by leading  
 ARCHITECTS, BUILDERS,  
 and LENDING AGENCIES

### SEVEN EXCLUSIVE FEATURES

- 1—Hydraulic Safety Checks
- 2—Actuated by Counterweights
- 3—Lifetime Roller Bearings
- 4—Double Hinges on Joints
- 5—Insulated Door Panel
- 6—Full-Width Safety Treads
- 7—Fits any Ceiling Height

Two Standard Sizes—8'9" and 9'9". No Other Stairway Offers So Much. Stocked by over 200 leading jobbers in the U.S. and Canada.

## SIMPLEX

**FOLDING STAIRWAY**



Approved by  
 leading ARCHITECTS,  
 BUILDERS and  
 LENDING AGENCIES

Balanced Spring Action for  
 Effortless Operation  
 Double Hinges on Joints—  
 New Swinging-Type Door Hinge  
 Rugged and Strong  
 Two Standard Sizes—8'9" and 9'9"  
 Shipped in one Package  
 Manufactured in Precision's  
 Modern Plant

write now for free illustrated folder!

### PRECISION PARTS CORPORATION

100-AB NORTH FIRST STREET  
 NASHVILLE 7, TENNESSEE



You  
sell the  
woman  
and  
she'll  
sell the  
husband



Furnishings by  
Harvey Probbler

## MATICO'S BRIGHT COLORS HELP YOU SELL THE MISSUS!

The quickest way to a man's check book is through his wife. That's why it's so important to build "wife-appeal" into your new homes. Nothing moves a gal to say "yes" faster than a colorful, gleaming Matico Tile Floor. She sees a sparkling background for her furnishings . . . a look of envy in the eyes of her sister-in-law. She'll like hearing how easy it is to keep Matico bright, how the smart colors last the long life of the tile. (You needn't tell her how Matico saves *you* time and money on installation.) Remember, for your next project, add extra "wife-appeal" with MATICO.

### MASTIC TILE CORPORATION OF AMERICA

Houston, Tex. • Joliet, Ill.

Long Beach, Calif. • Newburgh, N. Y.

Vinyl Tile • Rubber Tile • Asphalt Tile

Vinyl-Plastic Tile • Plastic Wall Tile

QUALITY CONTROLLED

**MATICO**  
PRODUCTS



70401

MASTIC TILE CORP. OF AMERICA

Box 128, Dept. 5-5

Vails Gate, New York

Please send me complete information on Matico  
Tile Flooring.

Name.....

Address.....

City.....Zone.....State.....



Capitalizing on the increasing trend towards more decorative and more weather-tight windows, Curtis advertising will feature Silentite windows and Curtis shutters in the June issues of Better Homes and Gar-

dens, American Home, House & Garden, and House Beautiful. The double-hung window is only one of many beautiful wood window styles and types available for the architect's and builder's choice.

**CURTIS**  
WOODWORK *heart of the home*



# Window variety sells homes... when backed by CURTIS QUALITY

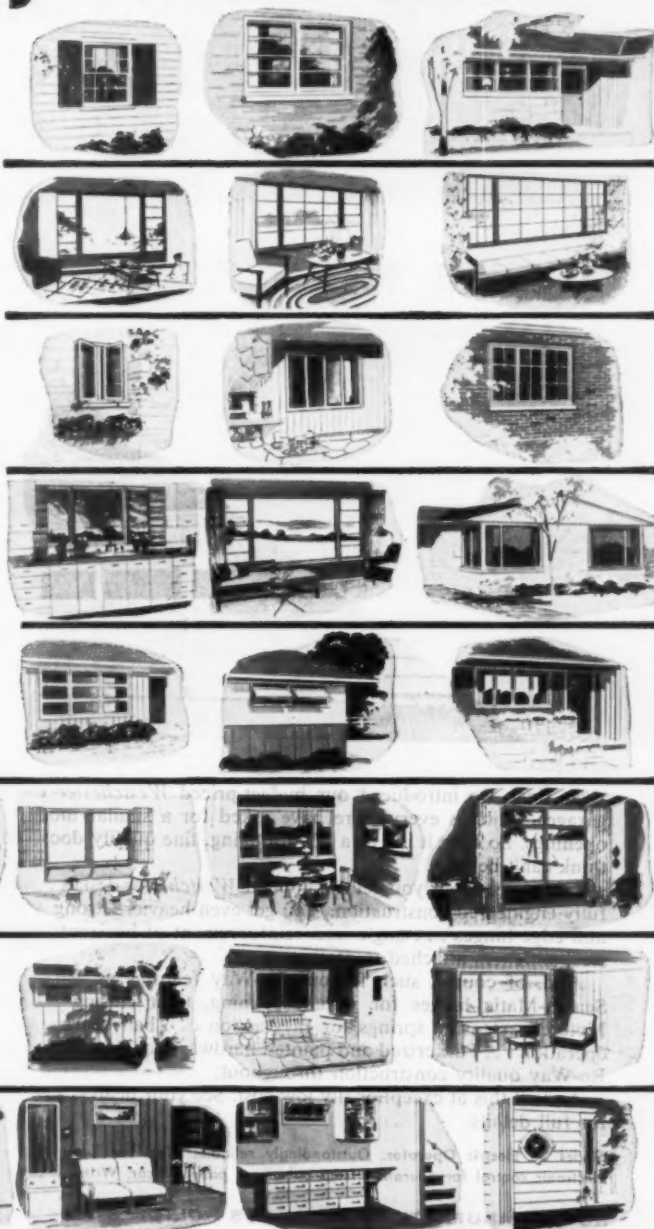
You can give the homes you build the pleasingly varied appearance and style that owners want—plus guaranteed quality—when you choose your windows from the wide Curtis line. Curtis provides 97 different window styles, types and combinations—ready-to-install units that save time and labor on the job.

More than that, Curtis windows have exclusive features that capture the prospect's interest and convince him that your homes offer greater value. Here is extra weather protection to save heating and air-conditioning costs, plus new operating ease—with lifetime, trouble-free service assured by pre-fitted parts and toxic-preservative, water-repellent treatment.

Your Curtis Woodwork dealer will show you the big Curtis window and door selector charts that make it easy to choose the designs you want from this broad and varied line.

Write for our big new window book and the name of the Curtis Woodwork dealer nearest you. Architects' Details available upon request.

some  
of the  
many  
window  
styles  
available  
from CURTIS



# CURTIS

WOODWORK *heart of the home*

Curtis Companies Service Bureau  
200 Curtis Building  
Clinton, Iowa  
Please send literature on Curtis Silentite and Style-Trend windows.

AB-5-58

Name.....

Address.....

City..... State.....

You asked for it...  
here it is!



## THE NEW Rō-WAY *Westchester*



A fine quality,  
low-cost  
2-car  
garage door

Ever since we introduced our budget-priced *Westchester* door for one-car garages, builders everywhere have asked for a similar model to fit two-car openings. So here it is . . . a good looking, fine quality door, and a value we think can't be beat.

In this new door you get the popular *Westchester* design . . . the same carefully engineered construction. You get even heavier, stronger corner brackets and edge hinges . . . angle iron reinforcement of horizontal tracks . . . three steel stiffeners attached to sections.

And, of course, such famous Ro-Way features as Taper-Tite track and Seal-A-Matic hinges for instant opening, tight closing . . . four Power-Metered extension springs for easy action . . . ball bearing rollers for quiet operation . . . Parkerized and painted hardware for double rust prevention . . . Ro-Way quality construction throughout.

And all this at exceptionally low cost. See your nearest Ro-Way distributor for full details.

Model 80 Electric Operator. Outstandingly reliable. Ideal for 2-car doors. Available with electronic control for operation from instrument panel of car. Write for details.

ROWE MANUFACTURING CO., 795 HOLTON ST., GALESBURG, ILL.

### ONLY A GARAGE OFFERS:

Complete protection  
Extra storage space  
Finished appearance  
An extra room



OR WRITE FOR COPY



*there's a Ro-Way for every Doorway!*

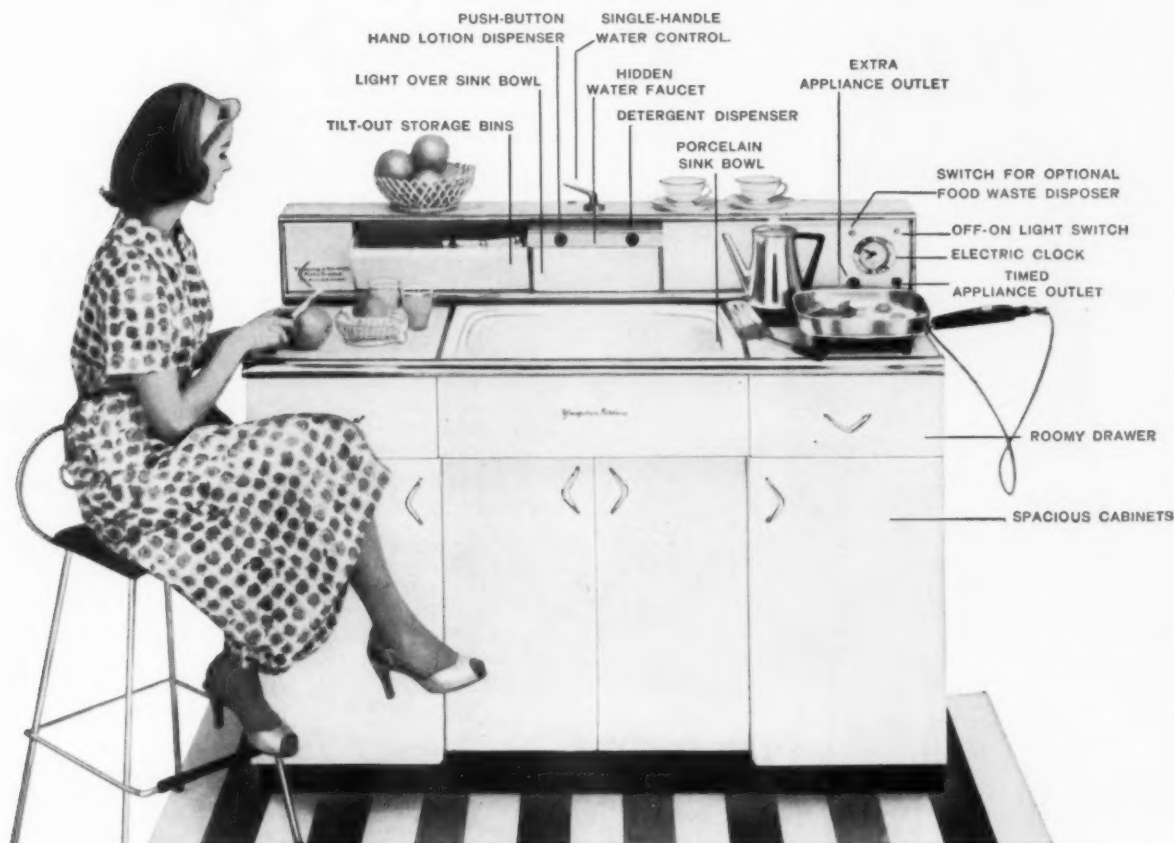
RESIDENTIAL • COMMERCIAL • INDUSTRIAL





# NEW SERVI-CENTER<sup>\*</sup> BY YOUNGSTOWN KITCHENS

REVOLUTIONIZES KITCHENS IN CUSTOM HOMES  
...UTILITY APARTMENTS...DEVELOPMENT TRACTS



\*Reg. Applied For

**NEW HOME APPLIANCE** combines illuminated sink bowl, handsome cabinets, Formica work counter, electric clock and outlets *plus* new dashboard features in one complete kitchen unit! 54" and 42" sizes in White or Sandalwood.

Easy to install Servi-Center saves space...provides complete kitchen for small homes and apartments...adds

custom-feature luxury to larger homes. New features attract homemakers...help kitchens sell your home.

Backed by a full scale, full-color national advertising campaign, the new Servi-Center is a traffic builder...an attention-getter...marks your model home as the newest, most modern in town. Call or write your Youngstown Kitchens Distributor today.

*Quick Delivery From Over 80 Distribution Points*



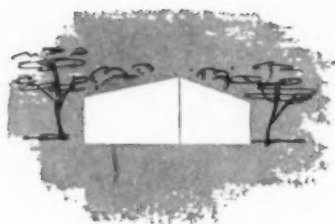
## AMERICAN-Standard

YOUNGSTOWN KITCHENS DIVISION

Dept. AB58 Builder Information,  
American Standard  
Youngstown Kitchens Div., Salem, Ohio  
Please rush me complete information on  
your new Servi-Center *plus* details on your  
"10-Point Home-Selling Program."

NAME \_\_\_\_\_  
FIRM NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

meet  
CYRIL  
STERILE  
builder



Prospective buyers are, to Cyril, an "utter bore." As a matter of fact, building homes for the common clay is really degrading. Cyril's tastes are impeccable to Cyril. The fact that prospects find his homes drab, barren and depressing only underlines Cyril's conviction that bourgeois mentality is infantile. Building trends of any kind are abhorrent . . . they only accentuate the "herd" influence. "Brand" merchandise is avoided with Spartan dedication . . . it is a further insidious inroad on "individualism." "Utility" coddles laziness. "Comfort" is a sop to self-indulgence. In a word, Cyril is a "nut." He is also broke. Cyril would no more consider using cost-cutting, easy to install, consumer approved

Columbia ALUMINUM  
WINDOW SCREENS

than he would buy a double-breasted suit with two buttons and shoulder pads. Fortunately, there are very few Cyril Steriles.

Most builders recognize Columbia Screens for what they are . . .

- ... a complete line of both aluminum tension and tubular aluminum frame screens for all types of windows.
- ... manufactured to rigid specifications as established by our engineering division. That means delivery in the exact sizes ordered, plus the unqualified backing of the manufacturer.
- ... backed by a service organization second to none. Special sizes, special orders, special services . . . your Columbia Dealer can always deliver. And he has the entire Columbia organization right behind him.
- ... consumer accepted and respected. Columbia Screens are "brand name" screens. Your customers know all about them . . . respect the name, respect the value.
- ... cost cutting . . . time reducing . . . complaint abolishing . . . Columbia Screens install quicker, are always delivered to exact specifications, stand up over the years.

For full details, see your local  
Columbia Window Screen Dealer, or write to Dept. 25

**THE COLUMBIA MILLS, INC.**  
120 W. Onondaga Street, Syracuse 1, New York





#### NEW BEAUTYWARE BRASS FITTINGS

—a new and different concept in plumbingware fittings with smooth sculptured lines in gleaming chrome-plate. If desired, interchangeable color inserts can be matched to any of the Briggs colors.

A complete line of plumbing fixtures for residential, commercial, and industrial buildings.

## Briggs ideas that help sell more homes

*An Early American bathroom achieved with contemporary materials*

Imaginative use of modern materials can make your home a "stand-out"! This Briggs Beautyware bathroom, for instance, combines modern wall paneling, tiles and flooring to create an eye-catching Early American effect. And, of course, the key to this design is Briggs Beautyware—as contemporary as the materials used. Smoothly contoured lines, newly-designed brass fittings and six compatible colors—Sky Blue, Sea Green, Coral, Sandstone, Pearl Gray and new Autumn Yellow—allow full freedom of expression. Give your homes added appeal, added distinction. Build with Briggs Beautyware.

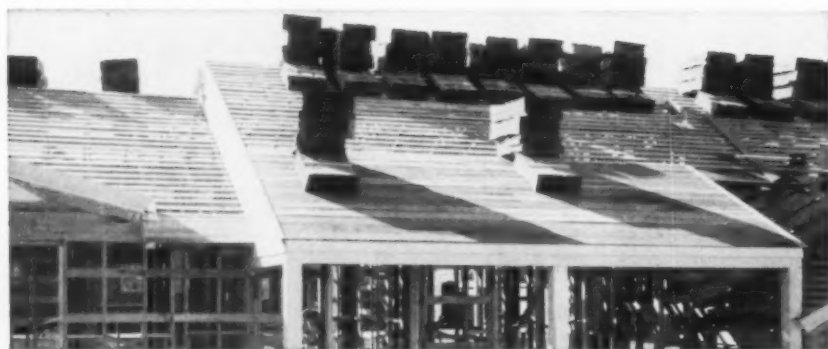
BRIGGS MANUFACTURING COMPANY • WARREN, MICH.

# BRIGGS

B E A U T Y W A R E



cedar shortens the trail...



...from house start to home sale



In today's market, *Quality Street* is the profitable route between *start* and *sale*. All along the way, you'll see beautiful homes of cedar. Because cedar shingle roofs and cedar shake walls—like no other materials you could choose—create that tasteful blend of *obvious good taste* and *lasting good looks*. Cedar will sell your houses...and you!

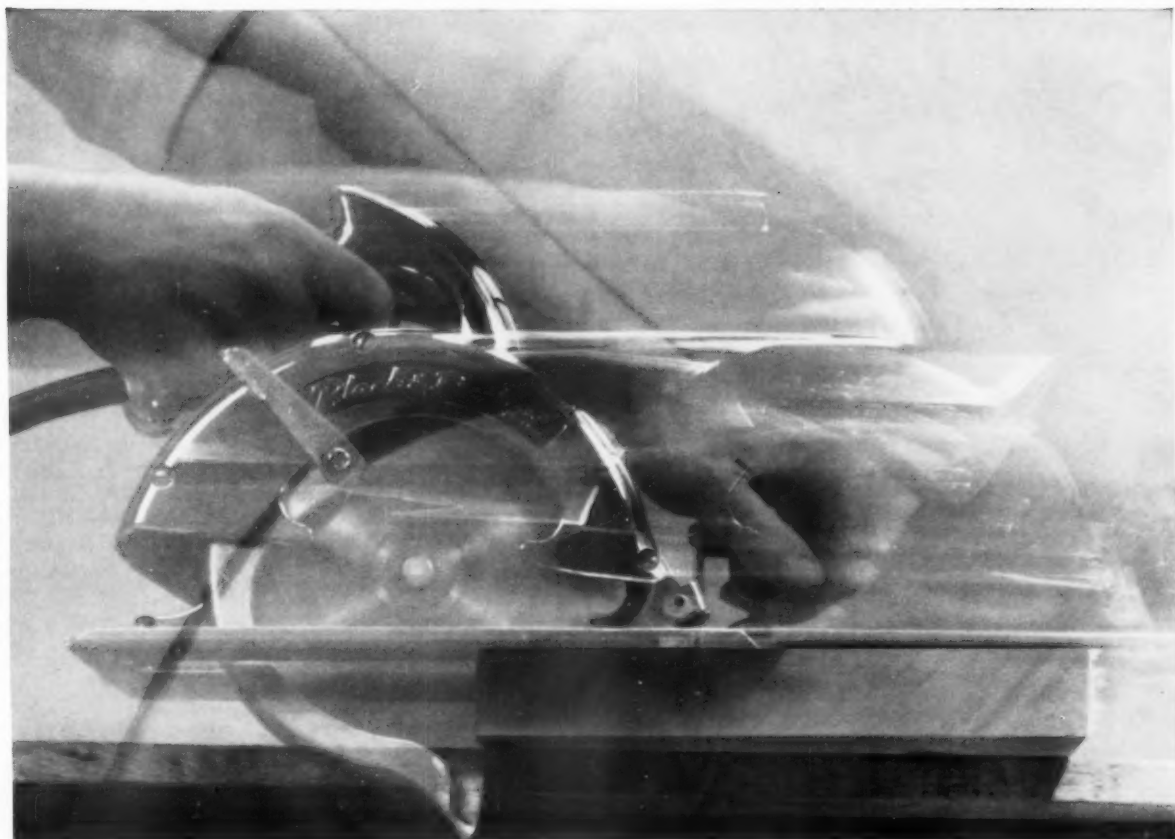
# **RED CEDAR SHINGLE BUREAU**

5510 White Building, Seattle 1, Washington  
550 Burrard Street, Vancouver 1, B.C.



YOUR BEST "OUTSIDE SALESMAN" IS CEDAR





**Black & Decker Saws really move through wood...**

## **NEW, LOW PRICES CUT COSTS, TOO!**

New, low prices on B&D Saws save as much as \$6.50—and you still get every feature, including:

- Control in wood makes tough sawing a breeze.
- Extra power, easier handling save *sawing* time.
- Quick adjustment saves *preparation* time.
- B&D-built motor, sturdy design save *down* time.

These same features enabled a B&D Saw to run continuously for one full week without failing in

the famous 7-Day Torture Test by an independent laboratory.

Grab a fistful of power at your supplier's—try a Black & Decker Saw. From \$69.50.

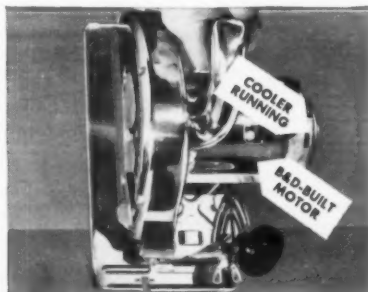


**Black & Decker®**

Towson 4, Md. World's Largest Maker of Electric Tools



**EASIER HANDLING**—Lightness and balance, easy adjustments, safety features give better control in the wood—more board feet per hr.



**MORE POWER**—Cool running B&D-built motor is custom engineered for abundant power on tough sawing jobs, less down time.



**BETTER VISIBILITY**—Exclusive picture-window view, double guide lines insure line-of-cut accuracy, less waste.

# Dramatically NEW and Feature-Packed!

BUILT-IN GAS RANGES BY

## ROPER



"AMERICA'S FINEST **GAS** RANGE"



GEO. D. ROPER CORP.,  
Kankakee, Illinois

### ROPER BUILT-IN TOP BURNERS ARE AVAILABLE IN 2, 4 or 5-BURNER UNITS

Geo. D. Roper Corp., Kankakee, Illinois  
Please rush me full information on the  
new Roper Gas Built-Ins.

Firm Name \_\_\_\_\_

Individual \_\_\_\_\_

Street Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

I am a \_\_\_\_\_  
(type of business)

My building material supplier is \_\_\_\_\_  
(name)

\_\_\_\_\_ (city) \_\_\_\_\_ (state) \_\_\_\_\_ (zip)

AR558

### ✓ CHECK THESE SALES-PRODUCING ROPER BUILT-IN FEATURES

- ✓ **NEW** Smart Appearance  
Bright chrome trim. Crisp, modern lines. Full porcelain interiors.
- ✓ **NEW** Distinctive Color Styling  
Petal Pink. Canary Yellow. Bronze Porcelain. Green Turquoise. Satin Chrome.
- ✓ **NEW** Chrome "Insta-Set" Control Panel  
Groups all controls safely, conveniently at eye level.
- ✓ **NEW** Combination Oven Clock-Timer  
Automatically turns oven on and off. Includes a handy 1-hour timer-alarm.
- ✓ **NEW** Larger Capacity  
Big "Bake-Master" oven accommodates a 40-pound turkey or full standing rib roast.
- ✓ **NEW** "Thermo-Spit" Rotisserie  
Automatically indicates doneness of meats and poultry.
- ✓ **NEW** "Lift-Out" Oven Rack Guides  
Leave oven walls smooth, extra-easy to clean.
- ✓ **NEW** "Air Cushion" Oven Door Seals  
Seal in oven heat. Keep cook and kitchen cooler.
- ✓ **NEW** "X-Ray" Oven Door, Interior Floodlight  
Spring-tension bezel permits easy removal of window for cleaning.
- ✓ **NEW** Full-Length Roll-Out Broiler  
Mounted on silent roller bearings. Compartment is separate from oven. Smokeless.
- ✓ **NEW** Lifetime Broiler Chart  
A guide to better broiling, easily accessible always.

KEEP YOUR HOMES  
MODERN WITH

# GAS



AMERICAN BUILDER

don't kid yourself about  
garbage disposers!

*WHY do thousands of sales-  
minded builders insist on  
In-Sink-Erator in their homes?*

**BECAUSE...** women thoroughly  
dislike messing with garbage.

**BECAUSE...** by survey, 7 out of  
10 women who own an In-Sink-  
Erator name it their favorite or  
next-to-favorite appliance.

**BECAUSE...** In-Sink-Erator na-  
tional ads and merchandising  
aids really help you sell!

**BECAUSE...** In-Sink-Erator of-  
fers a disposer for every builder  
need! Ask us!

See our catalog in Sweet's light con-  
struction file, No. 9a/In, Sweet's  
architectural file, No. 24a/In, or  
write, wire or phone In-Sink-Erator  
Mfg. Co. **AB-85** Racine, Wis.

as featured  
in VOGUE



**In-Sink-Erator®**

Originator and Perfecter  
of the Garbage Disposer

**ON THE LEVEL**

**YOU'LL  
BE  
ON THE LEVEL  
WITH LEVELALL**

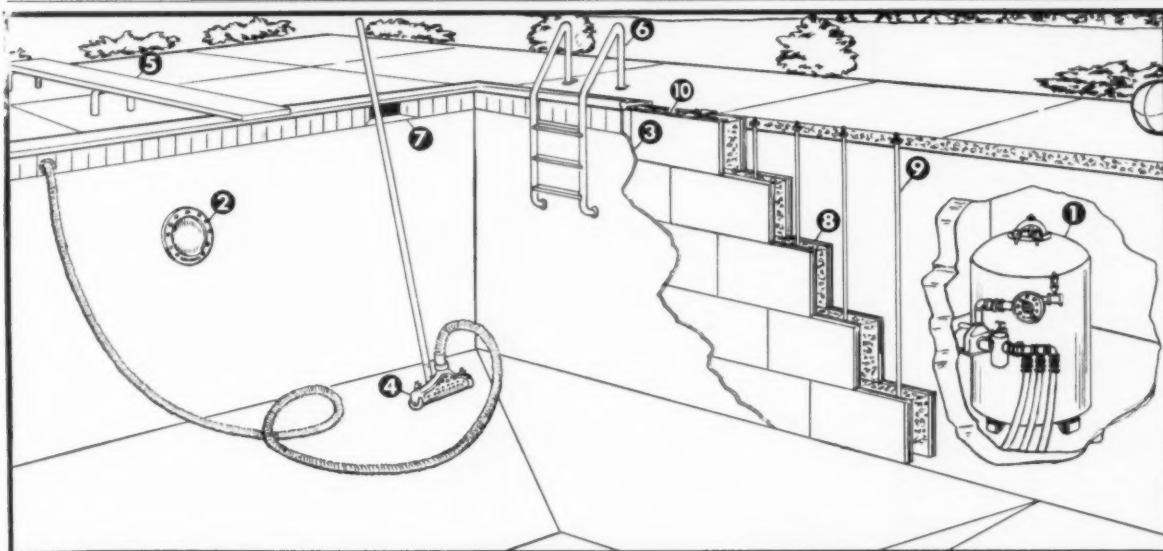
**A new tool for setting levels and grades.**

As a builder, carpenter or electrician you need  
to set levels accurately, quickly — a Levelall can do  
this with an accuracy superior to any transit. The  
Levelall will even work underground, around corners  
and through partitions. Tough and rugged, accurate  
and precise, inexpensive (\$10.75) and easy to use —  
you will want to know more about the Levelall!

Send us your name and address — we will send  
you our fully illustrated brochure on the "Levelall".

**LEVELALL, 83C Webster St., Rockland, Mass.**

**AVAILABLE IN 50' AND 75' LENGTH**



**Here's how the products of the NATIONAL POOL EQUIPMENT COMPANY  
add up to the finest swimming pool in the world!**

- |                             |                              |
|-----------------------------|------------------------------|
| 1. Dial Valve Filter System | 6. Ladder                    |
| 2. Underwater Light         | 7. Automatic Surface Skimmer |
| 3. Marblelite Wall Finish   | 8. Pre-cast Concrete Units   |
| 4. Vacuum Cleaner           | 9. Steel Pre-Stressing Rods  |
| 5. Diving Board and Stand   | 10. Triple Wall Construction |

*We Cooperate with Local Architects and Engineers*

Manufacturers of quality swimming pools and equipment for **HOMES • MOTELS • COMMUNITIES • COUNTRY CLUBS • UNIVERSITIES**

All these and many other  
quality swimming pool  
products, each the finest of  
its kind on the market,  
are available from the  
NATIONAL POOL EQUIP-  
MENT COMPANY. Write  
today for our free catalog.



**POOL EQUIPMENT CO.**  
Lee Highway, Florence, Ala.  
Western Division  
El Monte, California

**NPT-8-250**

MAY 1958

191

# Hopto®



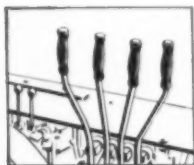
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## ... outperforms any $\frac{3}{8}$ yard machine!

Hopto's 200° uninterrupted swing, fast cycling time, 19' ground reach and 13' 6" digging depth offer outstanding work capacity at modest equipment investment.

The heavy-duty 72 gpm hydraulic system has power to spare for toughest digging. Hopto's 180° wrist-action of the backhoe makes handling of rock, broken concrete or blacktop, and frozen soil easy and profitable . . . permits square cornered digging for forms, footings and foundations.

Hopto takes your toughest jobs in stride . . . cuts working time—increases profits.



### UNINTERRUPTED 200° SWING! SAFE, SURE, CUSHIONED CONTROL

Easy to use hydraulic controls are quickly mastered. Hand levers and foot pedals enable operators to combine movements for faster cycling . . . Operation is fatigue-free, **SAFE!**

Choice of models to fit your requirements

SELF-PROPELLED  
WHEEL OR TRACK



WHEEL OR TRACK  
TRACTOR MOUNTED

# Hopto®

a product of

**WARNER & SWASEY**

BADGER DIVISION • DEPT. AB • WINONA, MINNESOTA

Please send me all the facts on Hopto's exclusive advantages.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Builders and contractors know...

THE SIGHT IS RIGHT WITH A

DAVID  WHITE



**For Concrete Contractors**—You will enjoy using this versatile, low-cost instrument. Determine differences in elevation, run lines for curbs, plumb walls, lay out angles. Rugged construction. New, streamlined styling. *T8007 Light Construction Level-Transit*—Tripod included. Retail for **\$89.50**.



**For Builders**—Heavy-duty instrument for building construction. Use to align piers, plumb walls, level floors, lay out foundations and drain tiling. *T8300 Universal Builders' Level-Transit* Includes new, American-style, wide-frame tripod. \*Retail for **\$217.00**.



**For Contractors**—Measure differences in grade, elevation, lay out building sites, align piers, courses. Many other uses for this handy instrument. *T8025 Light Construction Level*—Tripod included. Retail for **\$49.95**.

**For Every Construction Worker!** Precision-made level with many uses. For rough estimates, paving, landscaping, laying out foundations, drainage, contouring. Fits easily in shirt pocket. Get yours today! *5556 True Sight Hand Level* Only **\$2.95**.

**NEW HAND LEVEL**



**Write today for your free David White surveying instrument catalog.**

\*The T8300 may be purchased at 10 per cent down at your lumber, building supply or hardware dealer.

Prices slightly higher west of the Rocky Mountains

**DAVID WHITE INSTRUMENT COMPANY**

Dept. C, 2051 North Nineteenth Street, Milwaukee 5, Wisconsin

AMERICAN BUILDER



**"This Bermuda Roof  
Of Follansbee Terne Is My Biggest  
Attraction!"**



**The NEW  
BERMUDA ROOF  
of Follansbee Terne**

Shown above is the new, distinctive BERMUDA ROOF of Follansbee Terne. If you would like more particulars about the installation and cost of the Bermuda Roof, we will be happy to send you complete information. Other data also appears in the Architectural and Light Construction Files of Sweet's Catalog.

"You have probably noticed too that prospective home buyers aren't particularly conscious of the roof—even though the roof is one of the most important features of any house.

"Now, since I've been putting Follansbee Terne roofs on all my houses, I have something that I can merchandise. Buyers are impressed when they hear that a Follansbee Terne roof will last as long as the house stands—that Terne is fireproof, weathertight, windproof and can be painted any color, any time, to harmonize with the house exterior.

"My homes include air-conditioning and I sell the fact that a light-colored Follansbee Terne roof will reflect more of the sun's heat than any other type of roof. That means a substantial savings in air-conditioning costs for the home buyer.

"I've found that the beauty and serviceability of a Follansbee Terne roof is that added attraction that helps me sell my homes quickly."

*Roofing and Sheet Metal Contractors everywhere will install Follansbee Terne Roofs.*



**FOLLANSBEE**  
**STEEL CORPORATION**

FOLLANSBEE, WEST VIRGINIA

**Terne Roofing • Cold Rolled Strip • Polished Blue Sheets and Coils**  
*Sales Offices in Principal Cities*



Now...your choice of  
**3 Kennaframe**  
 all-steel, warp-proof  
 pocket door frames



Yes, three quality Kennaframes  
 for your choice—each priced to meet a  
 specific budget! Each prefabricated with track  
 and hanger factory-installed for the fastest,  
 easiest installation you've ever made!

Only Kennatrack, world's largest exclusive  
 manufacturer of hardware for gliding and folding  
 doors, offers this wide selection of all-steel pocket  
 frames. Insist on Kennatrack, and get exactly what  
 you need from Kennatrack's complete line of  
 quality hardware!

**NEW! Scottie "1000."** All-steel, warp-proof frame  
 at practically wood frame prices...for doors to 75 lbs.

**Custom "900 "** Standard of quality throughout  
 the industry. Easily supports doors up to 100  
 pounds.

**Custom "800 "** Supports doors weighing as  
 much as 150 pounds. The ultimate in smooth-  
 operating efficiency!



**KENNA-PAK.** One-piece  
 header assembly. All-steel  
 header with factory-installed  
 track for quick, easy by-pass-  
 ing door installations.



**KENNATRACK** Hardware is  
 sound-conditioned; it glides.  
 Only Kennatrack offers hang-  
 ers with eight floating nylon  
 wheels per door.

*For quiet and for quality*  
**KENNATRACK®**  
 SOUND-CONDITIONED GLIDING DOOR HARDWARE

Kennatrack Corporation, Elkhart, Indiana  
 A subsidiary of Ekco Products Company

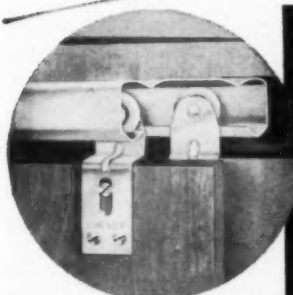
©1958

# SLIDING AND FOLDING DOOR HARDWARE

## *Glide-Master*®

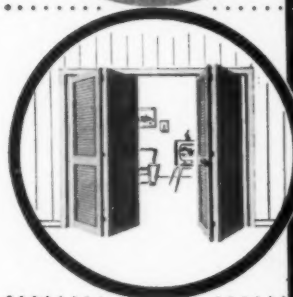
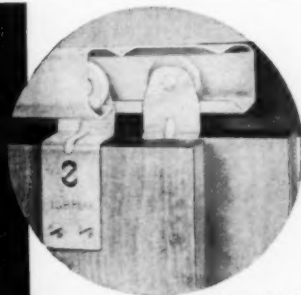
### SO GOOD IT INVITES IMITATION!

From the automation plant of Arthur Cox & Sons, comes GLIDE-MASTER folding and sliding door hardware preferred by builders across America. A combination of newly patent pending exclusive features, finest materials and skilled engineering means fastest installation—longest trouble-free operation. When the job calls for high performance at moderate cost—they'll come calling for GLIDE-MASTER. Be ready for these profits. Avoid the imitations and order GLIDE-MASTER!



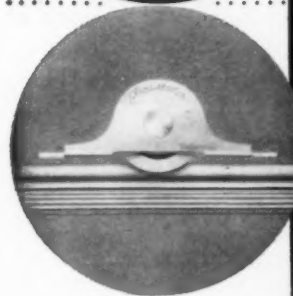
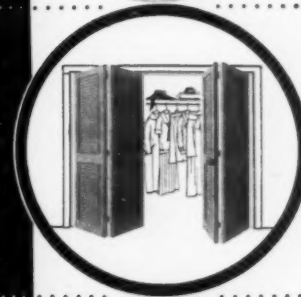
**GLIDE-MASTER  
MODEL B**  
Ball Bearing  
By-Passing Hardware  
Side Mount Removable  
for by-passing wardrobe  
doors  $\frac{1}{4}$ "- $1\frac{1}{4}$ " thick.  
(Also available in Model BR  
reversible to fit either  $\frac{1}{4}$ "  
or  $1\frac{1}{4}$ " doors)

**GLIDE-MASTER  
MODEL E**  
Axle Bearing  
By-Passing Hardware  
Adjustable Side Mount  
for  $\frac{1}{4}$ "- $1\frac{1}{4}$ " by-pass door  
installations.  
(Also available in Model ER  
reversible to fit either  $\frac{1}{4}$ "  
or  $1\frac{1}{4}$ " doors)



**GLIDE-MASTER  
MODEL G**  
Folding Wardrobe Hardware.  
Edge-Mount Pivot Hangers  
Adjustable  
for wardrobe, passageway  
and pass-thru. Eliminates  
plates, rails or locking  
devices from floor.

**GLIDE-MASTER  
MODEL F**  
Folding Wardrobe Hardware.  
Side Mount Pivot Hangers  
Adjustable Folding  
Door Hardware  
with exclusive features that  
eliminate plates, rails or  
locking devices from floor.



**GLIDE-MASTER  
Sliding Sash  
Sheave & Track  
For Horizontal  
Sliding Installations**

**GLIDE-MASTER  
Sliding Door  
(Pocket) Hardware  
Double Ball Bearing  
Wheels, Top Mount  
for  $\frac{1}{4}$ "- $1\frac{1}{4}$ " passageway  
doors.**



Write on your letterhead today for your FREE copy of the complete GLIDE-MASTER catalog. Ask about representing GLIDE-MASTER in your community. A few choice territories are still available.

**ARTHUR COX & SONS, INC.**

70 NORTH SYCAMORE - PASADENA, CALIFORNIA



**"I find  
it pays  
to be choosey"**



"And I find it pays more than ever to use Dodge Reports for this reason:

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Dodge Reports tell you daily just what you want to know about any kind of new construction. They bring you up-to-the-day progress reports from the time a project is contemplated until the sub-contracts are let. You know without wasting your time the kind of people you would be dealing with and competing with — whether it's *your*

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F. W. Dodge Corporation, Construction News Division, Dept. 17058  
119 West 40th Street, New York 18, N. Y.

I want to know how to get more new construction business. Please let me see some typical Dodge Reports for my area. I am interested in the markets checked below:

- ☐ House Construction      ☐ General Building  
☐ Engineering Projects (Heavy Construction)

Area \_\_\_\_\_

Name \_\_\_\_\_

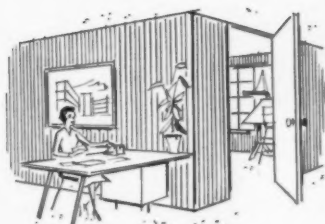
Company \_\_\_\_\_

Address \_\_\_\_\_

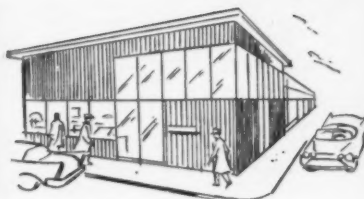
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



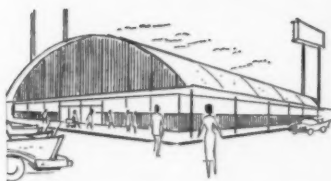




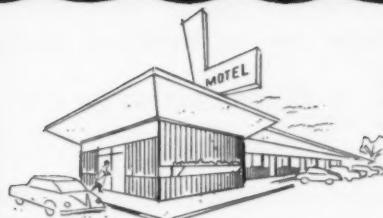
PLANT-interior



STORE-exterior



SUPERMARKET-exterior



MOTEL-exterior

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the versatile building material of a 1001 uses!

Low cost, a permanence approaching that of stone, easy workability, and a 1001 uses—you offer your prospects all these with "K&M" Decorative Panels.

**Eye-appeal** • "K&M" Decorative Panels create long, clean lines in walls and decorative details. Modern patterns and warm texture offer excellent contrast in light and shadows.

**Long, maintenance-free life** • "K&M" Decorative Panels resist weather and fire. Won't rot or corrode. They're vermin-proof. Made of asbestos fibers and portland cement.

**Easy to work** • You can cut, drill, and shape the 4' x 8' x 1/4" sheets with ordinary tools. They take paint easily.

**Usability** • Ideal indoors or outdoors—for partitions, walls, facades, and siding.

Write to us today for more information on your biggest new profit-maker—"K&M" Decorative Panels.

*Other top-quality "K&M" building products: Asbestos-Cement Roofing and Siding, Asphalt Roofing, Insulpanel, Insulation Board, Fibreboard Ceiling and Wall Panels, and Asbestos-Cement Building Sewer Pipe.*



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## Cost saver for May



**New Jersey heating contractor  
Curt Blinsinger says . . .**

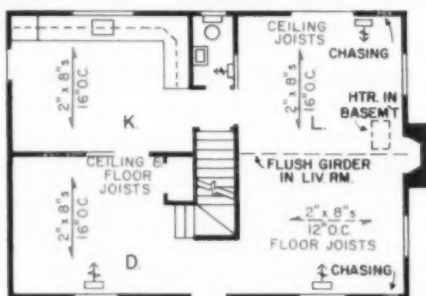
**. . . you don't have  
to build-in high  
heating costs**

**D**on't build a house and then dare a heating contractor to heat it. He'll be able to heat it all right, but your heating system will cost you more, Curt Blinsinger, heating contractor, says. And it won't function as well as it would if it were designed as an integral part of the house.

Run the ducts as simply and directly as possible, and with the framing built to accommodate the ductwork. If the heating contractor's men have to cut through joists and "chase" outside walls, he has to charge you more. These practices are bad. They undermine the soundness of the house, but have to be resorted to as on-the-job expedients, necessary to "fit" the heating system into the house. Unnecessary curves or bends in duct runs decrease efficiency of the system, Blinsinger believes.

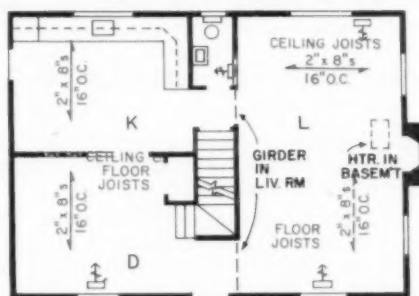
If you have a good heating contractor, one that has been around awhile, working with builders, let him draw up his own heating plans. Don't rely wholly on your designer or architect to do this for you and then tell your heating man, "This is what I want." He is a specialist in his field and the best source of information for: location of furnace; location of returns; duct lines; register outlets; size of area allotted for furnace to insure proper clearances; service availability; general appearance of system; utility approval; etc.

Once your structural and heating plans are set don't change them. It cost one builder \$75 additional for his heating job on a split-level, because he reversed the location of his utility and powder rooms. Result: expensive changes in planned duct work.



**wrong**

**IN ORDER** to get ducts up to second-level bedrooms with joists running in this direction (red arrows), one joist in basement had to be cut. Ducts were "chased" up outside walls.



**right**

**WITH THE DIRECTION** of joists reversed over right half of house, there is no need for cutting basement joists or "chasing" outside walls. Inside wall is utilized.

available now...

## PARTICLEBOARD

worthy  
of the  
name

POPE &  
TALBOT



what goes *UNDERNEATH*



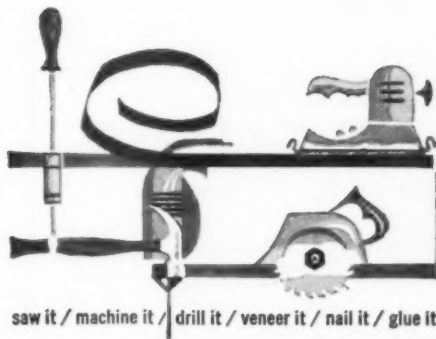
makes the big difference in flooring, too!

### NEW UNDERLAYMENT HAS FINISHED-FLOOR SMOOTHNESS

Pope & Talbot announces a new particleboard *engineered* to meet the requirements of floor covering manufacturers. This underlayment material, drum-sanded to precision tolerances, has *finished-floor smoothness*. No more contractor call-backs. New Pope & Talbot particleboard *cannot* telegraph: there's no wild grain pattern; nothing to disturb the perfect smoothness of the finished floor.

Panels remain flat and true. They're easy to handle, easy to work, with no voids or defects to patch. Tile and linoleum bond securely. And Pope & Talbot particleboard often *costs less* than any other kind of underlayment. Ready for immediate shipment.

CALL YOUR SUPPLIER, OR WRITE FOR FURTHER INFORMATION



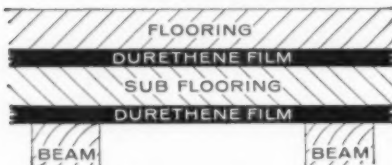
saw it / machine it / drill it / veneer it / nail it / glue it

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# POPE & TALBOT INC.

manufacturers of particleboard and Flakeboard / forest products since 1849

# GROWTH MATERIAL FOR A GROWTH INDUSTRY



**Durethene®**  
POLYETHYLENE FILM

prevents vapor  
penetration from  
moist basements

In basement homes, two sheets of DURETHENE film provide an excellent barrier against vapor penetration. One sheet should be placed between the floor beams and the subflooring, the other over the subflooring. They are visible below, but covered on top by flooring.

DURETHENE polyethylene film offers permanent protection, because it is completely unaffected by normal temperature or sudden temperature changes. It is flexible, handles easily, ages well and won't crack or break. Besides being mildew and rot-proof, DURETHENE film also resists tearing, puncturing and rough handling.

DURETHENE polyethylene film has many uses: as a protective covering for curing concrete, keeping building materials dry, and as window coverings during bad weather. DURETHENE film is lightweight—1000 square feet of 4 mil weighs less than 20 pounds—and it's available in widths up to 40 feet, 100 feet long in black or clear.

Here is a low-cost material that is continually finding new ways to serve the building industry better. For more information on DURETHENE polyethylene film, use the coupon below and literature will be sent promptly.



**Durethene®**  
POLYETHYLENE  
**FILM**

Koppers Company, Inc.,  
Plastics Division,  
Durethene Dept. AB-58,  
Pittsburgh 19, Pennsylvania

Please send me available literature on DURETHENE film.

- ☐ Please forward name of my nearest DURETHENE distributor.  
☐ or dealer.

Name

Firm Name

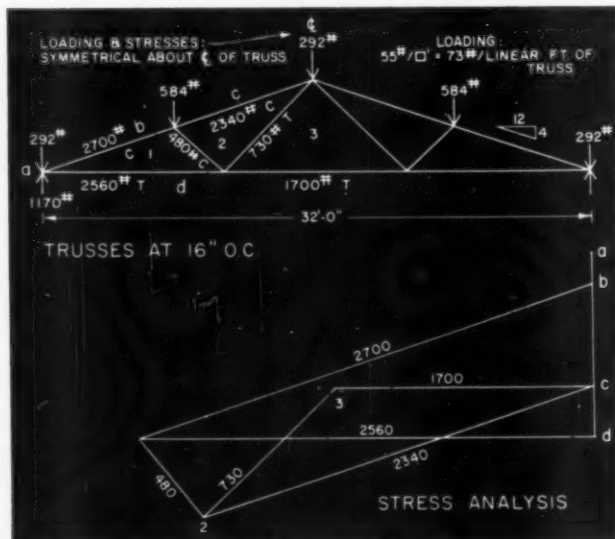
Address

City  Zone  State

## Ask the experts...

City engineer doesn't think

truss design is strong enough...



...IS IT?

**QUESTION:** I would like to build a garage using a trussed rafter of 32' length or span. The roof to be of 1" boards and 210 lb. asphalt shingles and ceiling, if any, of plasterboard. Rafters to be 16" O.C.

I drew a trussed rafter of your exact dimensions as shown in your April issue, but increasing the bottom member to 2x6. I also changed it from a split ring to 5/8" plywood cleats glued and nailed on each side. I showed this design to city engineer who heads the local building dept. He doesn't believe it is strong enough to hold what he believes to be a safe load of 55 lbs. per square foot.

Do you know the exact total load rating of your design at 16" and 24" O.C., and if a 55 lb. load is reasonable for this section of the country?

**ANSWER:** For a 55 lbs. per sq. ft. loading, the truss rafter design shown in the April issue of AMERICAN BUILDER is satisfactory, provided you space the rafters at 16" o.c. The original design is based on a 45 lbs. per sq. ft. total load, at 24" o.c. The allowable total load is 45 lb. per sq. ft. x 24"/16" = 67 lbs. per sq. ft.

We would not advise taking a truss designed for split-ring fasteners and adapting it to glued and nailed truss. The split rings are required to handle the stresses. It would be very difficult to provide sufficient bearing with nailed cleats.

George A. Kennedy & Assoc.  
Consulting Structural Engineers  
Chicago 11, Ill.

(Continued on page 202)



# Stapling slashes costs on these building jobs

- ☐ Installing ceiling tile
- ☐ Installing insulation
- ☐ Installing screening
- ☐ Installing low-voltage wiring
- ☐ Installing built-in speakers

- ☐ Laying roof paper
- ☐ Installing insulation
- ☐ Installing wooden under-course shakes
- ☐ Applying cornerite
- ☐ Applying felt and waterproof paper to exterior walls
- ☐ Installing flashing paper
- ☐ Laying underfelt for roofing
- ☐ Installing vapor barriers
- ☐ Building light framing

- ☐ Applying asphalt shingles
- ☐ Applying metal lath to studding
- ☐ Laying underflooring
- ☐ Applying metal discs for built-up tar-and-gravel roofs
- ☐ Shingling side walls
- ☐ Applying corrugated paper to studding for installing blown-type rock wool
- ☐ Building wire storage bins



## The Bostitch T5 Tacker helps you do all these better and faster!

Just aim and squeeze. A rugged staple gets a powerful grip right where you want it. Can't mar surfaces. Approved by leading makers of ceiling tile. Speeds work in tight places.

## The Bostitch H2B Stapling Hammer helps you do all these better and faster!

Use this high-speed, self-feeding stapling hammer on all these jobs—and anywhere you want to cut costs on light tacking or nailing. Holds 160 staples. One-hand operation—other hand's free to position work. Lightweight with a long reach. Takes the fatigue out of drawn-out jobs.

## The Bostitch H4 Hammer helps you do all these better and faster!

Big jobs go fast when you work with the H4. Every easy blow drives a staple  $\frac{3}{4}$ " deep. Staple legs spread inside work for more holding power than a nail. H4 roofing requires less staging. Up to 4 times faster than hammer and nails!

*More and more builders are getting better results, in less time, at less cost with Bostitch staplers. Learn what these tools will do for you.*

**See your building supply dealer for Bostitch staplers and staples**

**Fasten it better and faster with**



825 Briggs Drive, East Greenwich, Rhode Island

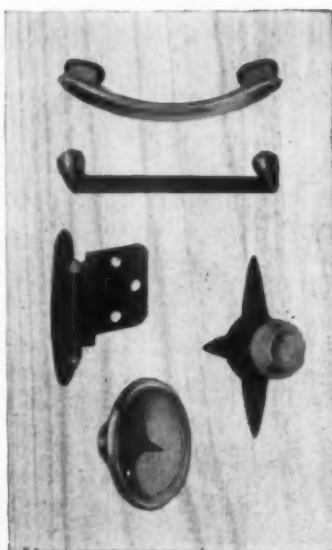


*the lady goes for eye appeal  
..... at eye level!*

She may not know a 1-3-5 mix from a 1-2-4. But she is an expert on eye appeal—and no other product gives you so much eye appeal for so little cost as Amerock Cabinet Hardware. And it's right at eye level where she can't miss seeing it. So give her this extra touch of quality with sure-fire sales power. Specify Amerock, the quality hardware name she knows best. There is a beautiful "Contemporary" (see right), "Modern," or "Colonial" pattern for every interior.

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FOR FREE BUILDER PROMOTION KIT  
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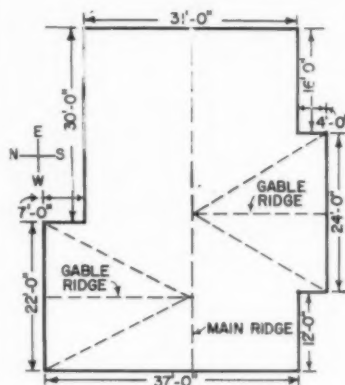
## Ask the experts . . .

(Continued from page 200)

### Impossible gable roof design

**QUESTION:** There's no architect locally or nearer than 50 miles, so any data you can supply on my roof problem will be needed and appreciated. I am having a devil of a time figuring out how to install my roof. If we used a hip, we could solve our problem, but we aren't; we want 4 gables.

Louis Field, Hominy, Okla.



**ANSWER:** The pitches on the front and rear gables might have to be fudged. First erect the ridge boards and then work the rafters from there, using rafter templates for all cuts. Broken roof lines in the above illustration refer to the suggested valley and ridge lines.

### Wants to install egg-crate ceiling below older one

**QUESTION:** We plan to put an egg-crate ceiling in a 10'x30' store, 2' below the older ceiling. Lights will be placed above.

Will 1x6 clear white pine forming 12" squares be sufficient to conceal the ceiling height? What is the best method of fastening this system to the walls?

Gene Z. Parro, Cleveland, Ohio

**ANSWER:** Yes, the 1x6's should be sufficient to conceal ceiling height.

Suspend your system of egg-crating from the ceiling joists on hangers spaced no more than 2' o.c. in either direction. At the side walls spike the side members into the existing wall. Use quarter round or any other suitable ceiling molding to give the periphery of the room a finished look.

Steinberg and Stemple  
NYC Community College

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ONLY LOCKWOOD 'R' SERIES  
gives you ALL these features!

★ EXTRA STRENGTH —  
knobs are fully reinforced.

★ EXTRA SECURITY —  
bolt has extra long throw.

★ ENDURING SECURITY —  
solid brass 5 pin cylinder.

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case hardened retractors.

★ CONCEALED THRU-BOLTS —  
piloted bolt sleeves.

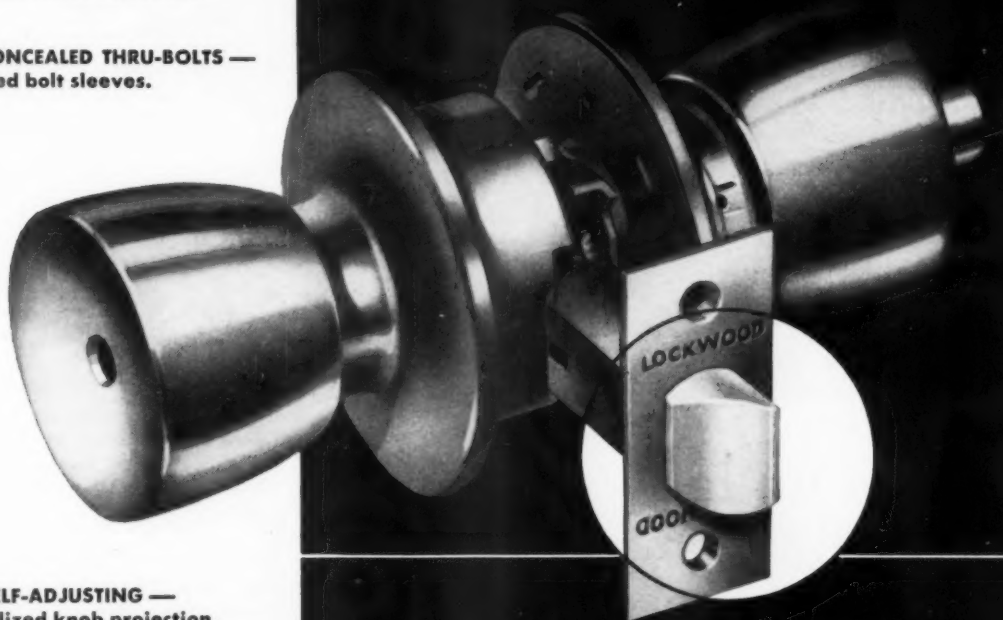
★ SELF-ADJUSTING —  
equalized knob projection.

★ CHOICE OF OPERATION —  
by turn or push button.

★ PANIC-PROOF —  
inside knob is never locked.

NOW with  
friction-free

# NYLON bolt



## LOCKWOOD RESIDENTIAL LOCKS

Dupont NYLON Bolt now optional on residential interior door  
locks and latches.

DURABLE — good for a lifetime of service.

ATTRACTIVE — non-corrosive, lasting finish.

FRICTION-FREE — easy, quiet operation.

# LOCKWOOD

LOCKWOOD HARDWARE MANUFACTURING COMPANY, FITCHBURG, MASS.

## Convention calendar

**May 1-4:** Glendale-Burbank Building Contractors Assn., 1314 W. Glenoaks Blvd., Glendale, Cal. Modern living show; Glendale Armory. Edwin Saville and Lawrence Lee, co-chairmen.

**May 1-4:** Home Builders of Greater Baton Rouge, 3431 N. Blvd., Baton Rouge, La. Home show; Ryan Airport Gymnasium. Ed McKeever, chairman.

**May 4-11:** Home Builders of Abilene, P. O. Box 1392, Abilene, Tex. Home show. Roy D. Fox, chairman.

**May 4-11:** Home Builder of Corpus Christi, P. O. Box 7098, Corpus Christi, Tex. Spring Festival of Homes, L. B. Ross, chairman.

**May 4-11:** San Antonio Home Builders,

403 E. Travis St., San Antonio, Tex. Home show; Bexar County Coliseum. Irving Wayne, chairman.

**May 5-11:** Northeast Louisiana Home Builders, P. O. Box 2975, Monroe, La. Home show; Legion Memorial Stadium. Tom MacKay, chairman.

**May 7-11:** Home Builders of El Paso, P. O. Box 7356, El Paso, Tex. Home show; El Paso Coliseum.

**May 8-14:** National Assn. of Home Builders, 1625 L St., N. W., Washington, D. C. Board of Directors meeting.

**May 10-18:** Home Builders of Greater New Orleans, 1639 Gentilly Blvd., New Orleans, La. Home show; Municipal Auditorium. Fred C. Loucks, chairman.

**May 11-18:** Greenville Home Builders, Greenville, Miss. Spring Parade of Homes.

**May 14-18:** Home Builders of Jackson, 101 Milner Bldg., Jackson, Miss. Better homes exposition; Municipal Auditorium. Patrick J. O'Toole, chairman.

**May 15:** Colorado Springs Home Builders, 620 N. Tejon, Colorado Springs, Colo. Parade of Homes; Robert A. Green, chairman.

**May 17-25:** Home Builders Assn. of Delaware, 503 South Maryland Ave., Wilmington, Del. Home show; New Castle County Airport. Miles L. Frederick, chairman.

**May 18-25:** Utah Home Builders Assn., 345 South State St., Salt Lake City, Utah. Home show; National Guard Armory.

**May 22-26:** Home Builders of Ashland, Ohio, 913 Grant Street. Home show; County Fair grounds, George Slabic, chairman.

**May 23-25:** Home Builders of Hawaii, 1210 South Queen St., Honolulu, Hawaii. Home show. Kenneth Shioi and Ed Fitzsimmons, co-chairmen.

**May 30-31:** New York State Home Builders, 44 Howard St., Albany, N. Y. Board of Directors meeting; Lake Placid Club, Lake Placid, N. Y. Joseph F. Degnan, chairman.

**May 30:** Utah Valley Chapter NAHB, 540 North 12th St., Orem, Utah. Home show. C. R. Mitchell, chairman.



## There's no face-nailing with this shake-panel

### AND COMPARE THE NOVA SHAKE-PANEL WITH ANY OTHER—IN COST AND QUALITY

**1.** Nova Shake-Panels are 16" x 46 3/4", composed of the finest processed shingles (#1 Novagrade) and a standard wood-fiber backer. The finish is a polymerized paint, equal to a first-grade exterior house-paint job.

**2.** Nova Shake-Panels are fabricated with a *waterproof* glue. Almost the entire surface of the shingles is adhered to the backer—not just spot-glued—so that cutting down either the width or height is foolproof. Nova Shake-Panels are also supplied cut-to-size, down to 10" width, for prefabrication.

**3.** Nova Shake-Panel has a wider shiplap for a more positive joint.

**4.** With all these advantages, Nova Shake-Panel costs less than similar panels. In addition, the patented application method—with the Nova Panelclip—cuts costs because only the steel clip is nailed and no furring is needed.

**5.** There are no nails to rust or stain the surface—and the house is literally strapped in steel.

Use the coupon for data on the Nova Shake-Panel, Nova Shakes, and other quality building products.

### THE FOLDING DOOR AT ITS "ECONOMICAL BEST"

Novafold Folding Doors have the features that assure complete satisfaction. The leaves have a solid core—a rigid panel 4" wide running the height of the door. The 12-gauge Vinyl Plastic covering is washable and replaceable. The valances are color-matched in the same fabric as the door itself. With all this, Novafold is in the low-medium price range. Use the coupon for complete data.

## NOVA SALES

O. Trenton 3, N. J.

A wholly owned  
subsidiary of  
Homasote Company



Send the literature and/or specification data checked:

- ☐ Nova Shake-Panel ☐ Novafold Doors  
☐ Nova Shakes ☐ Nova Cedar Closet Lining  
☐ Novaproofing (for waterproofing concrete and masonry)

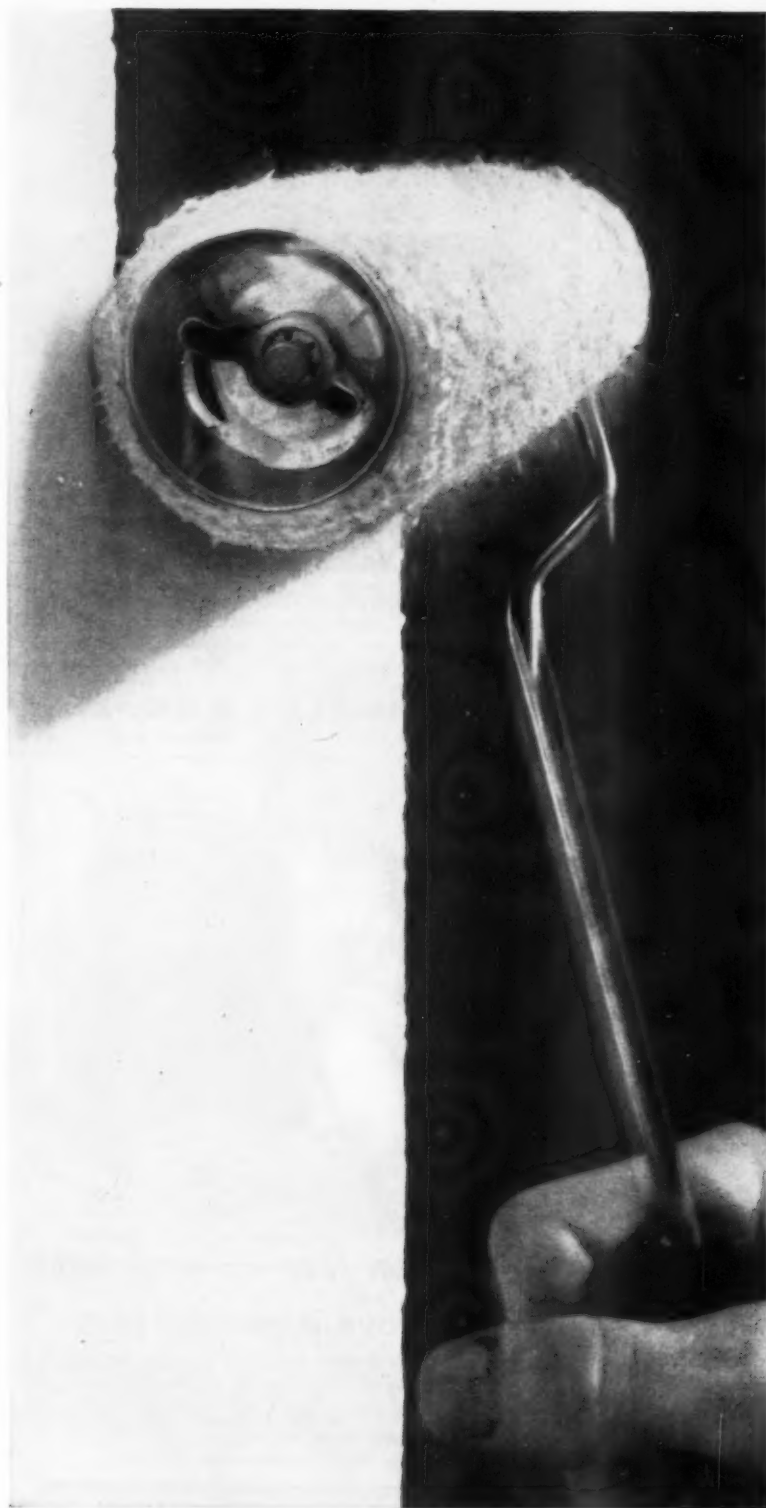
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# use latex paints



**14 homes a day prove  
they speed the job**



1,757 homes in 1957 . . . 4,300 homes in three years! That's the story of Mr. John F. Long and his Maryvale community in Phoenix, Arizona. Maryvale, recently featured on a national TV show, is one of the country's largest planned communities. Its development has put Mr. Long among the nation's top ten builders. Home buyers pick their own decorating scheme from a wide color selection in latex paint—a real plus feature.

Latex paints enable a 54-man crew to stay on top of the current Maryvale production schedule of 14 home completions a day. Latex paints will keep your work schedules up to the minute, too. They put an end to time- and cost-consuming delays in decorating. They're easy to apply and dry fast enough for a second coat the same day. And painting equipment rinses clean in plain water.

From application to clean-up to homeowner satisfaction, you can't beat latex paints. You're way ahead when you specify them! THE DOW CHEMICAL COMPANY, Midland, Michigan, Coatings Sales Dept. 2107G-1.

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automatic **GAS or ELECTRIC**  
**WATER HEATERS**

Positively cannot chip, crumble, or crack • High pressure resistance • No exposed steel • Safer—long-lasting • Rust-proof



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PLANTS: JERSEY CITY, N. J. • DOVER, N. J. • TRENTON, N. J.



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*The Ultimate in Kitchen Seating*

Add the sales impact of glamorous color and high styling. A Dormalux Nook will set your houses apart at a cost far less than most built-ins.

Join the top merchandisers...test this space saving feature in your next home on our money-back guarantee. The quality is tops...hardwood frames...fabric-backed vinyl upholstery...choice of colors.

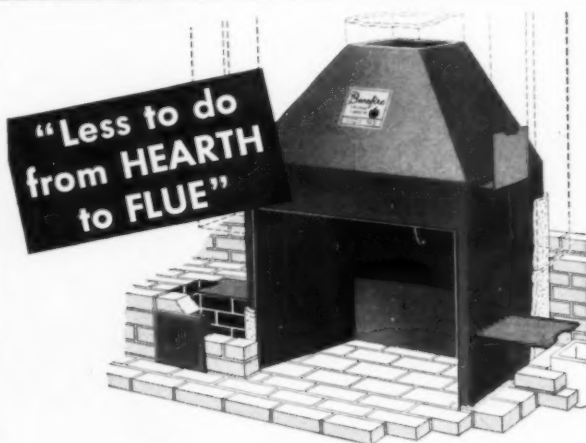
Dormalux Nooks are nationally advertised, eligible for FHA and VA financing. Stocked by kitchen distributors in all principal cities.

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**The DORMALUX COMPANY**

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Try *Benefire*® on your next job...prove it yourself!

No other fireplace form can cut your time and costs like Benefire—and guarantee a perfect smoke-free fireplace every time! See your local Bennett supplier—try a Benefire Form on your next job. You'll quickly see why it's your best fireplace buy...

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Add new sales excitement to your homes with  
**new *BOLTED* glass panels!**

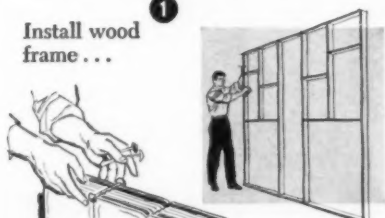
**KITCHEN-DINETTE  
 DIVIDER** made of  
 bolted glass panels  
 combines beauty and  
 function. Easily, in-  
 expensively installed!



**New Bolted Glass Panels  
 are so easy to install!**

**No mortar or special tools needed!**

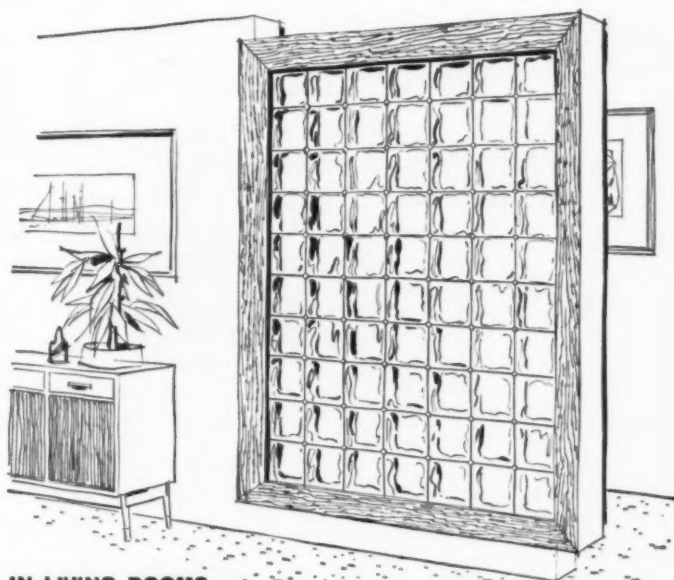
**1**  
 Install wood  
 frame . . .



**2**  
 Set up glass block  
 rows, lay a bolt  
 assembly at each  
 corner and tighten  
 bolts . . .



**3**  
 Frame with wood  
 moulding!



**IN LIVING ROOMS**

gleaming panels of bolted block  
 beautifully divide living areas. Glass blocks  
 available in 3 handsome designs and 2 (8" and 12") sizes.

*Contact your dealer*

for full information, or write Kimble  
 Glass Company, subsidiary of  
 Owens-Illinois, Toledo 1, Ohio.

**OWENS-ILLINOIS GLASS BLOCK**

AN **®** PRODUCT

**OWENS-ILLINOIS**

GENERAL OFFICES • TOLEDO 1, OHIO



with builders who  
watch labor costs—

## it's **kewanee** **STEEL DOOR** **FRAMES**

### 3 TYPES FOR RESIDENTIAL USE!

**FAST  
INSTALLATION**

Ideal  
for  
project  
and  
customized  
builders!

Hinged Doors  
Cased Openings • Sliding Doors, Etc.

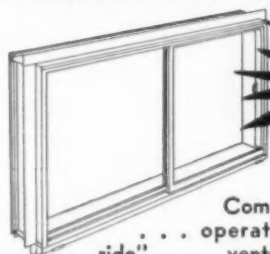
**1-PLASTERITE** For plaster  
walls. **RAPID INSTAL-**  
**LATION.**

**2-WAL-FIT** For  $\frac{3}{8}$ " or  $\frac{1}{2}$ "  
Dry Wall. Use before dry  
wall is applied. **RAPID**  
**INSTALLATION.**

**3-KWIK-FIT** Stocked for  $\frac{1}{2}$ "  
dry wall only . . . others  
on order. Use after dry  
wall is applied. **3 MIN.**  
**INSTALLATION.**

**BEAUTIFUL, PRACTICAL,  
COST FAR LESS THAN WOOD.**

## kewanee *Aluminum* SLIDING WINDOW and STEEL CASING



**PRE-ASSEMBLED  
READY TO INSTALL**

Big labor savings!  
Completely weather-proofed  
. . . operates with a "cushioned  
ride" . . . vents easily removed from  
inside the house only . . . self-locking hardware.

### OTHER KEWANEE QUALITY PRODUCTS

- Kewanee Steel basement windows
- Commercial steel windows
- Steel and Aluminum utility windows
- Aluminum basement windows
- Steel Mortar Boxes
- Steel window bucks
- Basement Coal Chutes
- Dampers
- Steel Formed lintels

SEE YOUR DEALER . . . OR WRITE TO US FOR LITERATURE!

**KEWANEE MANUFACTURING COMPANY**

558 Rempel Ave., Kewanee, Ill.

NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_

STATE \_\_\_\_\_

# Quick Facts on 3 Abesto Products

### PLASTER BOND

*ideal for basements of  
multi-level and custom  
homes*

Bonds plaster directly to  
interior masonry. Forms  
a strong vapor barrier be-  
tween walls and plaster.  
This prevents cracks and  
moisture stains. Easily  
applied right from the  
can. *And* reasonably  
priced!

### ABESTO PLASTIC

Dampproof adhesive for  
flashing around chim-  
neys, sealing end-laps on  
roof, etc. Bonds light-  
weight insulation and  
wallboard directly to in-  
terior masonry.

### ABESTO LIQUID

For built-up roof con-  
struction, recoating,  
dampproofing below  
grade exterior masonry.

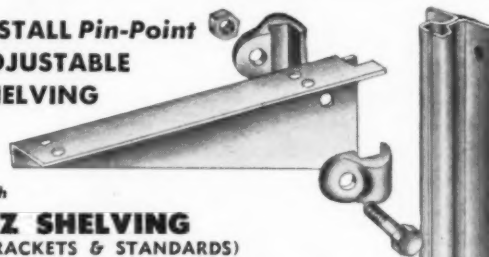
**IMPORTANT!** All Abesto asphaltic products are  
"slow cured." This exclusive process, made possible  
through 25 years of research and use of expensive ma-  
terials and controlled factory production gives: (1) Ut-  
most elasticity . . . prevents cracks and leaks. (2)  
Utmost adhesion . . . so that bonded elements actually  
become one. Means years and years of trouble-free  
service.



Abesto  
**MANUFACTURING CORP.**  
Michigan City, Indiana

## FOR BUILDING— AND RE-MODELING

**INSTALL Pin-Point  
ADJUSTABLE  
SHELVING**



with

**E-Z SHELVING**  
(BRACKETS & STANDARDS)

### Provides These Advantages:

- (1) Helps Solve Uneven Floor Problem. Upper Shelves  
Adjust Level without shimming.
- (2) Helps Solve Odd Package Sizes. Permits vertical  
spacing to fraction of inch.
- (3) Rugged "back-bone" for many shelving require-  
ments.
- (4) Individualized Displays. Wide variety of sizes per-  
mits tailored precision fabrication.

### FIXTURE FABRICATORS — GET THE "E-Z" STORY

NO keyholes or slots. Brackets slide up and down  
in Standard groove and lock at any point on  
Standard. Fits most shelving and fixture needs.

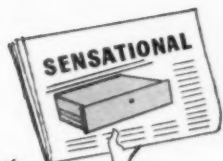
**HANDLES ALL NORMAL DISPLAY LOADS**

WRITE FOR FREE FOLDER

**Standard Steel Works**

Dept. AB-9, NORTH KANSAS CITY, MISSOURI





# GRANT *drawer slides*

*and folding doors*



that's what



are made of!



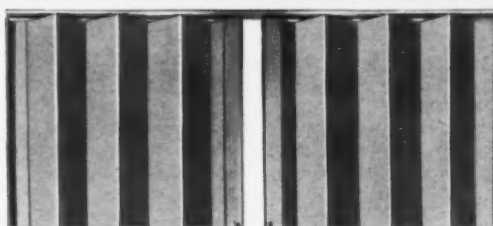
**300 "Sliderite" Slide.** Economical price and amazingly simple installation makes it a natural for new construction and remodeling. Look at these sales winning features!

- installs fast — accurate every time
- load capacity up to 50 lbs./pair
- self-lubricating nylon rollers
- built-in safety stop
- only 1/2" side-space required
- rear mounting brackets for use where side-walls not available



**The ALL-NEW 335 Slide!** At last, a remarkably inexpensive slide for any and all applications, even for loads in excess of 75 lbs.! Installs in jig-time and operates smoothly and silently for years and years!

- low, low cost
- installs quickly — perfectly every time
- capacity 75 to 100 lbs. (for heavier-than-average loads!)
- positive stopping action, every time.
- only 1/2" of side space needed
- extra large rollers for smooth action



**The Grant Folding Door** — a *real* door that folds! Designed and color-styled by the famous *Paul McCobb*, the Grant Folding Door answers today's need for practical space-conservation. No other folding door offers such fabulous features.

- solid core—vinyl covered—not a drape-type!
- 100% sound-resistant and light-proof
- installs perfectly in minutes
- crack-proof — wipes clean in seconds
- flame-resistant, chip-proof, peel-proof,
- operates smoothly on concealed self-lubricating nylon guides
- folds flat against door jamb
- built-in nylon friction catch — clean-lined extruded plastic handle
- available for openings up to 8' high
- handsome, compatible colors

the finest folding door on the market today—the Grant Folding Door!



Write today to find out how you can capitalize on these two lines — Grant Drawer Slides and the Grant Folding Door!

**Grant Pulley & Hardware Corporation**

1 High Street, West Nyack, New York

944 Long Beach Avenue, Los Angeles 21, California

sliding door hardware • drawer slides • drapery hardware • folding doors • tub enclosures • pocket frames • pulls • special sliding hardware

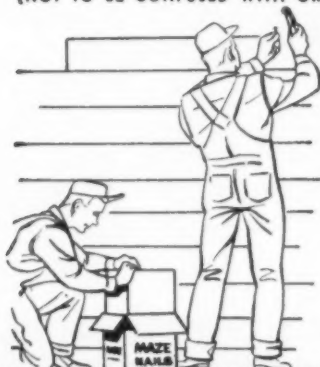
**PROTECT THE PEOPLE WHO  
TRUST IN YOU WITH ...**

**MAZE**

**STORMGUARD®  
NAILS**

**STRONG STEEL NAILS, DOUBLE-DIPPED  
IN MOLTEN ZINC**

(NOT TO BE CONFUSED WITH ORDINARY GALVANIZED NAILS)



for ● **ROOFING**  
● **SIDING**  
● **TRIM**

Your wise decision to use Maze STORMGUARD Nails for all exterior work will insure the future satisfaction of every new home buyer and remodeling customer you serve.

**STURDY INNER CARTON CAN BE USED FOR DIVIDING NAILS!**

### WHY STORMGUARD'S?

Maze's exclusive STORMGUARDS are strong steel nails Double-Dipped in Molten Zinc. (Steel for driving strength . . . Zinc for lasting protection.)

- Won't stain, streak or rust.
- Cost far less per nail than aluminum . . . drive better!

### WHY THREADED NAILS?

● Maze Threaded Nails resist the warping action of new wood siding . . . reduce nail popping!

● When asbestos, insulating or cedar shake siding is applied over old siding, Maze precision-cut nail threads embed themselves securely in the old siding and really hold!

### WHY COLORED SIDING NAILS?

Nails painted to match asbestos, insulating and cedar shake siding greatly improve the appearance of any job—siding is not peppered with shiny nail heads! Maze colored nails have checkered heads to break up light reflections . . . hold paint better.

**11 STOCK  
COLORS**

**DON'T WAIT...  
SEE YOUR  
DEALER  
TODAY**

OR WRITE TO ...

**SEND FOR FREE SAMPLES**

NAME \_\_\_\_\_  
FIRM \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_



**"IT PAYS TO BUY MAZE"**  
**W. H. MAZE COMPANY**

PERU 3, ILLINOIS



Photo Courtesy of Arcadia Metal Products

## This sales feature may save you money

A BIG sliding window at the kitchen work center is sure to catch the eye of a prospective home buyer.

And it's often the least expensive way to wall the area.

Just make sure the window works . . . easily and quietly—and that it provides complete protection against the weather.

Sliding doors and windows that work well are likely to be engineered with Schlegel Woven Pile Weatherstripping.

The coupon will bring you a leaflet listing all types of windows and doors—and the manufacturers who provide built-in protection that's *silent, smooth, and sure* because of

**Schlegel**



**SCHLEGEL MANUFACTURING COMPANY**  
**1555 Jefferson Road, Rochester 23, N. Y.**

**AB**

Send "Your Guide to Windows, Doors, Screens . . ."

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



**B.F. Goodrich**

## Great start for a sale...Vinyl and Rubber combined in 1 Magic Tile!

Prospects will be closer to being buyers when they glimpse dazzling B. F. Goodrich "Agatine." It shows immediately that you use the very finest materials in the houses you build and sell. This great new tile is both vinyl and rubber . . . combining the resilience and comfort of rubber, the easy cleaning of vinyl (a damp mop makes it sparkle!). Tiny flecks of color are blended into a design that goes clear through—outlasts the house. Grease and household stains wipe off without damage, 9" x 9" tiles in  $\frac{1}{8}$ " or 80 gage for on or above grade. For more information, write The B. F. Goodrich Company, Flooring Products, Watertown 72, Mass., Dept. AB-4.

"Agatine"

FLOOR TILE  
(made with vinyl)

**B.F. Goodrich**  
Flooring Products

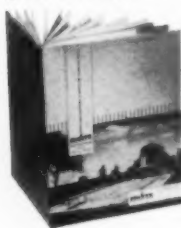
building  
a  
swimming pool  
without  
Modern equipment...  
is like  
building  
a house  
without



foundation!



Since 1935 — Modern has been the country's leading manufacturer and most reliable source for all pool building equipment and supplies. Just name it and Modern has it for concrete, tile, steel, fiberglass and plastic pools — over 100 top-quality products including filters, drains, underwater lights, ladders, diving boards, pool paint. Modern means more engineering know-how. Modern means less cost for greater value.



#### FREE CATALOG!

52 page Catalog & Data Book, includes prices, descriptions, photos, facts on pool care. Call your nearest Modern distributor or write for his name and Catalog No. 21R.

# modern

SWIMMING POOL CO., INC., 1 HOLLAND AVENUE, WHITE PLAINS, N. Y.

#### World's Most Fantastic Machine— The Human Brain

No one has ever built a machine that was endowed with the powers of creation. In all the universe, only man's mind can accomplish his miraculous feat. Some other peculiarities of the brain are: tall people have heavier brains than short people but short people are inclined to have larger heads and brains than tall people. The brain loses weight at the rate of 1 gram every year after reaching maturity at approximately 20 years of age.

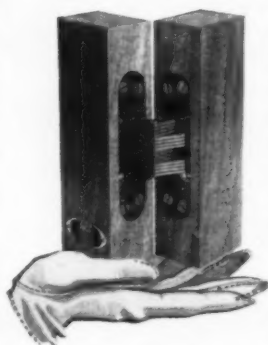


there's no substitute for

# SOSS

## INVISIBLE HINGES

—either.



Here's the only hinge that creates flush, smooth surfaces. Around the globe, architects, builders, and home owners choose Soss Invisible Hinges whenever they want to create a masterpiece of modern architectural design. There's a place for Soss Hinges in every building. Use them whenever you want the best. There's no substitute for Soss Invisible Hinges, either.

Other quality Soss Products that offer unusual architectural effects:

**SOSS**  
LIEV-IT  
LATCH



This attractive, new-style door opener eliminates knobs. Its modern design brings style and modernity to every interior.

**SOSS**  
OLIVE  
BUTT



This low cost Olive Butt Hinge will add style, design and interest to any door.

Write today for price list and free illustrated catalogue on these advanced products.

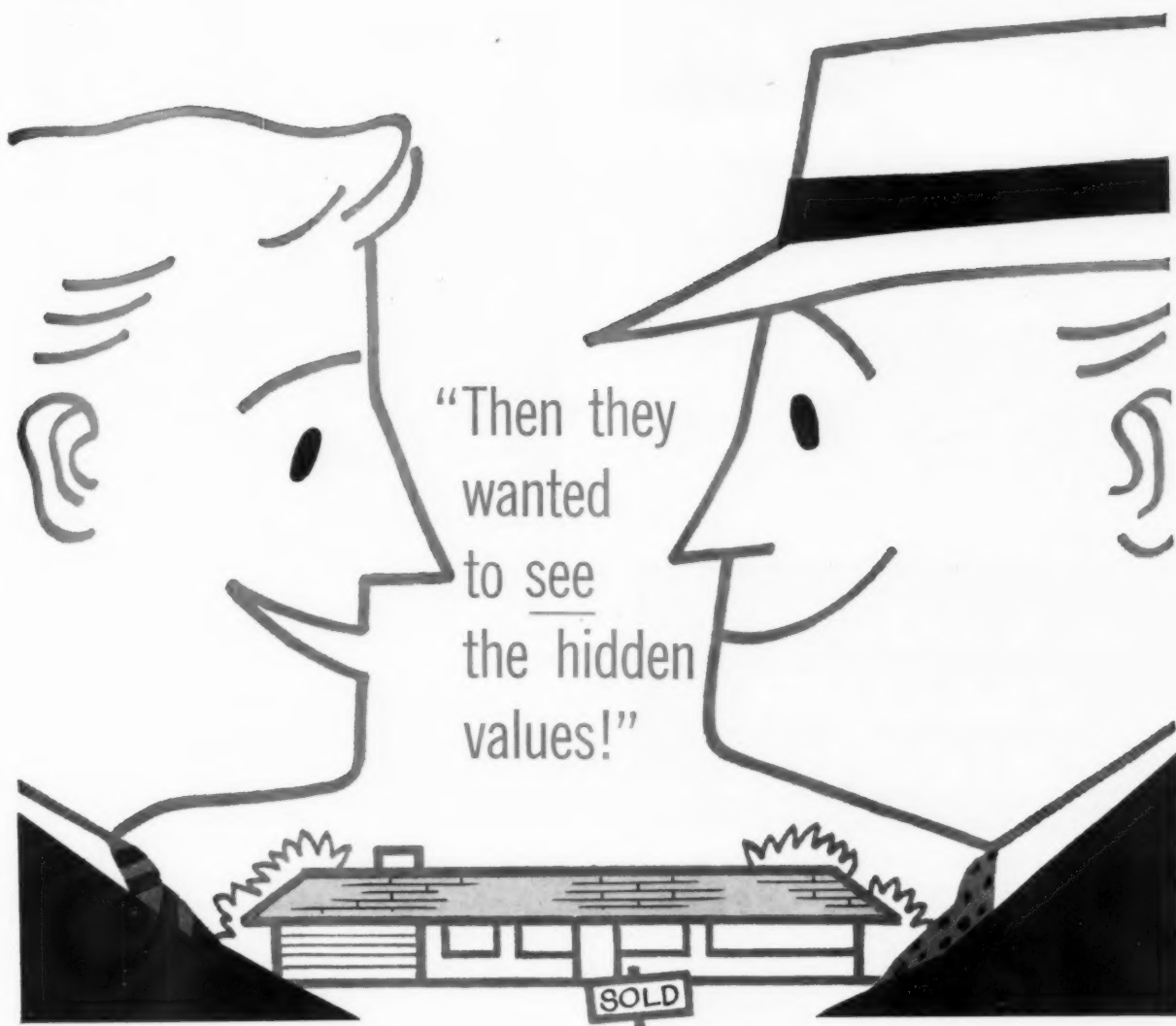
#### SOSS MANUFACTURING COMPANY

Department 215 • P. O. Box 38 • Harper Station  
DETROIT 13, MICHIGAN





Barrett Storm King<sup>†</sup> Shingles give you more extras



"Then they  
wanted  
to see  
the hidden  
values!"

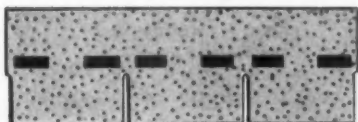
"So I started with the roof and went down. Showed them how the shingles have a *new kind of stay power*. Took a left-over shingle and they saw how the adhesive bands are a good bit *wider* than most. Puts a better grip under the shingles. *She* kept talking about the color and *he* wanted to know what *solar sealing* is."

#### Fresh Extras with New Barrett "Storm King" Shingles

- Solar heat softens special asphalt adhesive and

seals shingle tab.

- Scientifically designed extra-wide bands of adhesive to give maximum gripping power.
- Built-in vapor vents.
- Colors blended to carry decorator theme roof high.
- Backed by Barrett to let you capitalize on "the greatest name in roofing."



<sup>†</sup> Trade Mark of Allied Chemical

For full information about "Storm King" Shingles and the complete Barrett line, write BARRETT DIVISION, Allied Chemical Corporation, 40 Rector Street, New York 6, New York.

# B

ARRETT ROOFS



# END DUST

on



Tennis Courts  
Driveways  
Parking Spaces  
Playgrounds  
Race Tracks  
Bridle Paths  
Athletic Fields  
Walks

with **SOLVAY**<sup>®</sup>  
**CALCIUM**  
**CHLORIDE**

- Quickly, easily applied
- Low-cost • Odorless • Colorless



Mail coupon for "End Dust" book!  
Tells where and  
how to apply ...  
quantity needed.

**SOLVAY PROCESS  
DIVISION**  
61 Broadway, New York 6, N. Y.

**Allied  
Chemical**

## SOLVAY PROCESS DIVISION

61 Broadway, New York 6, N. Y.

Please send, without cost, a copy of the book "End Dust with SOLVAY Calcium Chloride."

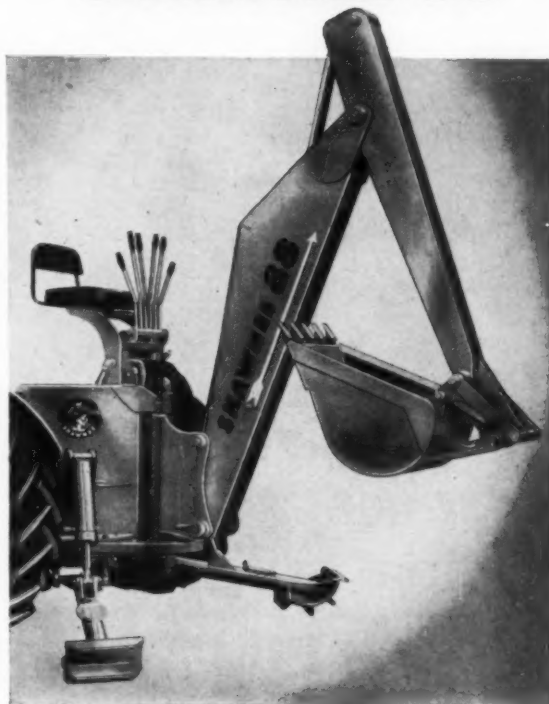
Name \_\_\_\_\_  
Position \_\_\_\_\_  
Company \_\_\_\_\_  
Phone \_\_\_\_\_  
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City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

SOLVAY branch offices and dealers are located in major centers from coast to coast.

34-6

NOW -- the fastest of them all

**SHAWNEE 88**



Ahead in design and performance ...  
considerably below in price!

A new FIRST in earthmoving economy-power. The all-modern SHAWNEE 88 digs with speed and stamina never before achieved in a backhoe so modestly priced! Unique "hidden cylinder" activates all-purpose, quick-detach bucket. See the new SHAWNEE 88—you'll never see anything to beat it!

180° Uninterrupted Swing  
9'9" Dumping Height  
12' Digging Depth  
16'6" Reach

Presented through your tractor dealer



By

**SHAWNEE**

1947-JJ N. TOPEKA AVE.  
TOPEKA, KANSAS

FULL DETAILS FREE UPON REQUEST

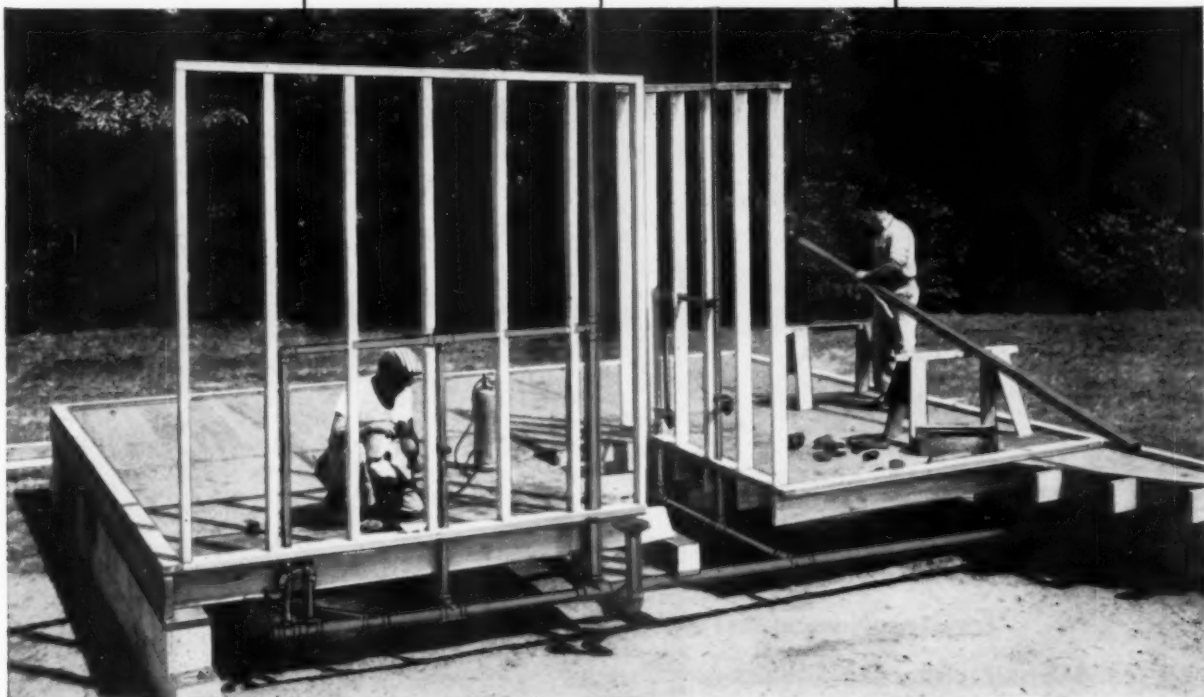
# In every way, Copper is better . . .

**LIGHTER WORK.** Copper drainage tube and fittings needed for a job are only  $\frac{1}{4}$  the weight of ferrous materials. And there's no laborious threading or caulking.

**FEWER JOINTS.** Copper drainage tube comes in easy-to-handle 20-foot lengths. Install long runs with fewer joints and fittings — save installation time and cost.

**CLEANER.** Craftsmen say they like to install copper tube — it's cleaner work. There's no mess from threading, caulking, pouring lead and wiping joints.

**FASTER.** Contractors all over the country are finding that normal time for roughing-in soil, waste and vent lines can be cut about half with copper tube.



**SAVES SPACE.** A 3-inch copper tube stack and fittings can be installed within a 4-inch partition. There's no need for wide plumbing walls or build-outs.

**MAKES A BETTER JOB.** Copper tube won't rust; its smooth inside surface resists clogging—and a copper drainage system lasts. Your customers stay satisfied.

**SELLS BETTER.** To your customer, an all-copper plumbing system means quality and better resale value for his property—he knows maintenance will be less, too.

**TAKES FEWER TOOLS.** Only a few light tools are needed to install copper tube — no heavy, cumbersome equipment to haul and set up. You're on the job faster.

## . . . and you save money, too

Many of these advantages produce substantial dollar savings to the plumbing contractor and builder. Right now, savings are greater than ever.

For instance, the estimated cost to install a copper tube drainage system for two bathrooms and kitchen as illustrated in the model above was 20% lower than for cast-iron and steel piping.

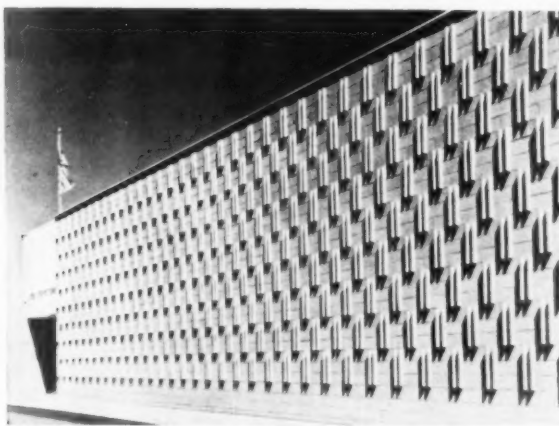
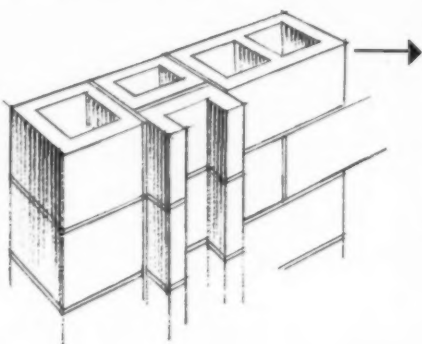
Use copper on your next job and compare time and costs. Take advantage of these savings to build more business by offering ALL-COPPER plumbing. For descrip-

tive literature and cost comparisons—write: The American Brass Company, Waterbury 20, Conn. In Canada: Anaconda American Brass Ltd., New Toronto, Ont. 5804

**ANACONDA**  
COPPER TUBE AND FITTINGS  
*Available through Plumbing Wholesalers*  
Made by  
**The American Brass Company**

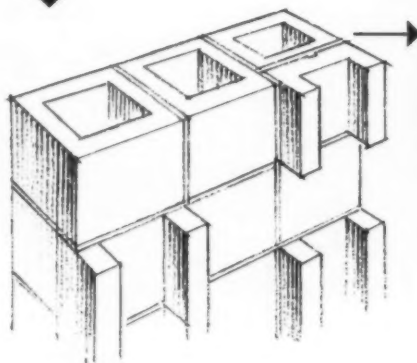
## Better detail of the month

Unusual design and  
texture is achieved  
in commercial ... ▼



**STANDARD LINTEL** block, three high, adds beauty and drama to post office wall in La Mirada, Cal. Builder: Devon Constr. Co.; Architect: Victor Gruen & Assoc.

... and residential  
construction with  
4 basic concrete blocks  
▼



**IN LIVING AREA** of contemporary home, block wall is used effectively to contrast with the plain fireplace wall. Builder: Sanford Adler; Architect: Palmer & Krisel.

**O**NLY four standard concrete-block units were used to add originality and freshness of design to the post office wall and the contemporary house, shown above. These units are: 8"x8"x8" half; 8"x4"x8" "U" lintel; 6"x8"x8" half; 8"x8"x16"

standard. In the post office wall, three Rocklite lintel units are used, one on top of the other in staggered rows. In the house, same staggered row pattern is used, but with a single lintel unit in the rows. The 6"x8"x8" backs up lintel units.





After just minutes of heat lamp exposure, temperature under the aluminum foil panel (right) measures some 12° cooler than temperature under bulk insulation. Conditions are identical.

## Here's extra summer comfort your prospects can measure

**ALFOL INSULATION GIVES YOU AN EXTRA SELLING FEATURE AT NO EXTRA COST**

Hot days are *selling* days for homes insulated with Alfol. Superior summer comfort is the reason. As demonstrated by the test you see above, Alfol makes a difference your prospects can *feel*!

The secret of this degrees-cooler comfort is the entirely different principle on which the Alfol blanket works. Instead of soaking up the heat, Alfol's multiple aluminum foil sheets *reflect* it . . . instantly, continuously. The results: a completely new dimension in hot-weather insulating performance.

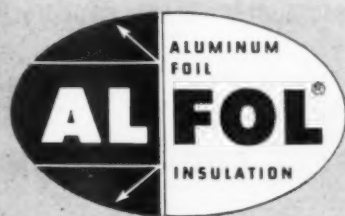
In winter, too, Alfol, excels. And what's more, it

gives you a positive and continuous vapor barrier for unmatched protection from condensation.

Best of all is the price. For the fact is, Alfol usually costs less to buy and less to apply than ordinary bulk-type batts. All things considered, isn't it time *you* investigated Alfol?

**FREE "Summer Comfort" brochure** describes how you can use Alfol's summer-efficiency "plus" as a merchandising value . . . to reduce air conditioning costs, etc. For your free copy of this idea-packed pamphlet, return the coupon below.

**SEND TODAY for FREE NEW BROCHURE** ➡



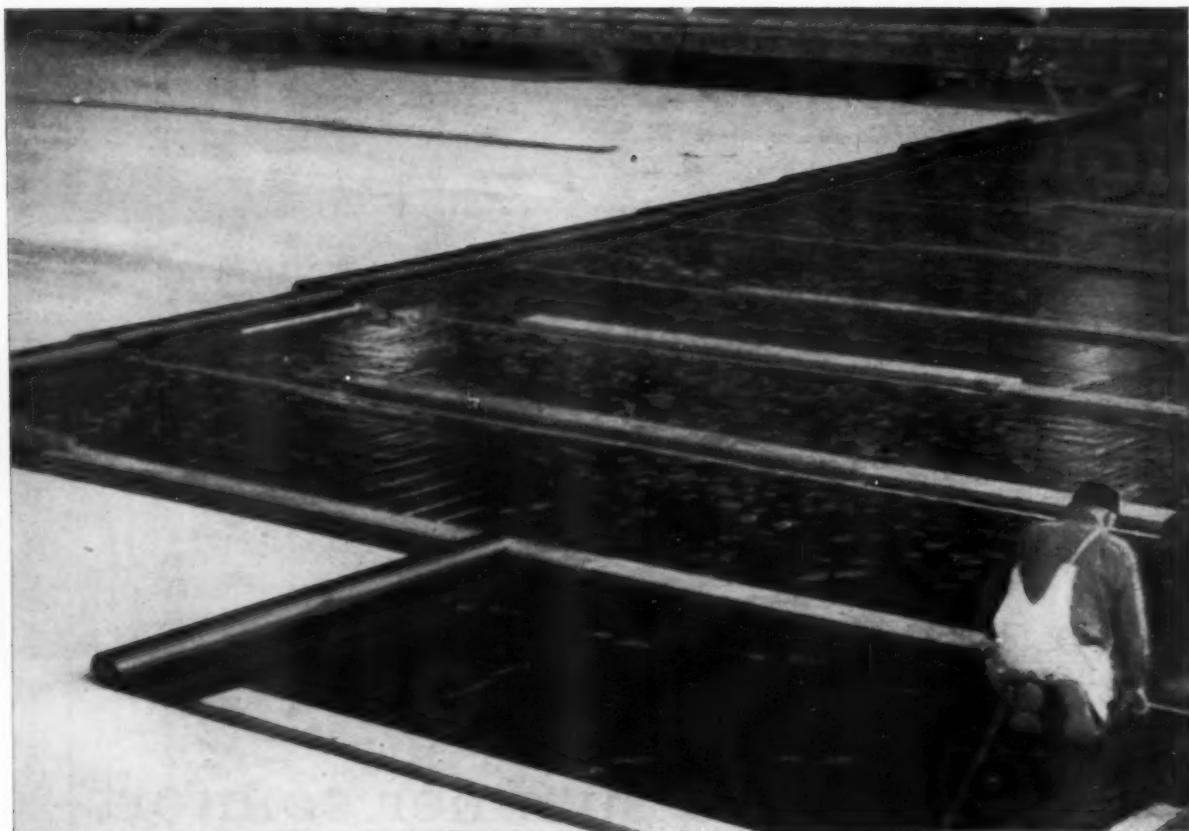
Please send  
**SUMMER COMFORT**  
brochure on  
**ALFOL**  
Aluminum Foil  
Insulation

REFLECTAL CORPORATION, Department C-75  
A subsidiary of Borg-Warner Corporation  
200 South Michigan Avenue, Chicago 4, Illinois

Name   
Firm   
Address   
City  State

**REFLECTAL®**

**Borg-Warner®**



# DRY...FOREVER!

## MOISTOP Under Concrete Slabs Prevents Upward Passage of Moisture Through Floors!

If you want a vapor barrier that prevents moisture migration *permanently* — without question — Moistop is your product!

Moistop has all the lasting advantages of polyethylene film combined with the strength of tough, waterproof Sisalkraft for tear-free, fast application.

Moistop gives commercial and residential con-

struction unparalleled moisture-vapor protection when applied under slabs, under basement floors and in crawl spaces.

The cost? Less than 3½¢ per sq. ft.! Available in rolls of 72", 84" and 96" at your building materials supplier.

NOTE: More and more builders are using Moistop also as a low cost concealed flashing.

### AMERICAN SISALKRAFT CORPORATION

Chicago 6 • New York 17 • San Francisco 5

#### *Other Products in the Sisalkraft Line*

**COPPER ARMORED SISALKRAFT** — Electro-sheet copper • **SISALATION** — Reinforced waterproof paper  
**VAPORSTOP** — Rot-resistant vapor barrier • **SISALITE** — Polyethylene film • **SISAL-GLAZE** — A plastic substitute for glass

SISALKRAFT PRODUCTS ARE AVAILABLE IN CANADA THROUGH ALEXANDER MURRAY & CO., LTD., MONTREAL

# Here it is!

## The Casement Window that makes all others obsolete

The most talked about window at the recent Builders Show in Chicago was the new BILT-WELL Casement. It combines all the latest improvements in fenestration into one revolutionary window that provides feather-touch operation . . . 100% weathertightness and maximum flexibility and ease of installation.

Compare these exclusive BILT-WELL features with any other Casement Window:



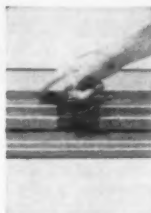
Patented sliding-type hinges with nylon bearings throughout and worm-gear operator with a nylon roller, special track and arm provide quiet, effortless operation and positive locking action.



Two independent weatherstrip systems...an inner constructed of tubular vinyl and an outer made of formed stainless steel...provide positive weathertightness.



New unitized sill construction makes the BILT-WELL Casement the most versatile unit on the market. Unlimited combinations and arrangements can be made with minimum time and labor costs.



Newly designed lock draws sash into closed position and when unlocked provides positive pressure to open.



Full 90° swing of sash hinge provides easy cleaning...other special BILT-WELL features include dovetail joints for unequalled strength and rigidity. BILT-WELL Casements available in a full range of styles and sizes.

**THE BILT-WELL LINE OF BUILDING WOODWORK:** WINDOW UNITS, Double-hung, Awning, Casement, Basement, Storm and Screen, CABINETS, Kitchen, Multiple-use, Wardrobe, Storage, Vanity-Lavatory and Vinyl Countertops. DOORS, Exterior, Interior, Screen and Combination. Since 1866 Manufactured by **CARR, ADAMS & COLLIER COMPANY**, Dubuque, Iowa

**BILT-WELL WOODWORK**

Box 658 Dept. 150  
Dubuque, Iowa

Please send me full information on BILT-WELL Casement Windows

Name.....

Firm Name.....

Address.....

City.....Zone.....State.....

## SOCKET HUNTING



## CORD STRETCHING



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**\*Saturday Evening Post**  
Time  
House Beautiful's Building Manual  
House & Garden's Book of Building  
Home Modernizing  
New Homes Guide



**PLUGMOLD®**  
by **WIREMOLD®**

THE WIREMOLD COMPANY  
Hartford 10, Connecticut

● Delivers high pressure at every tap with plenty to spare for automatic washer and garden sprinkler.

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## UNIVERSAL JET WATER SYSTEMS

● Rugged built. Extensive use of bronze where others substitute plastics. Comes complete ready to plug in.

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Canadian Factory: Box 514, Toronto, Ontario

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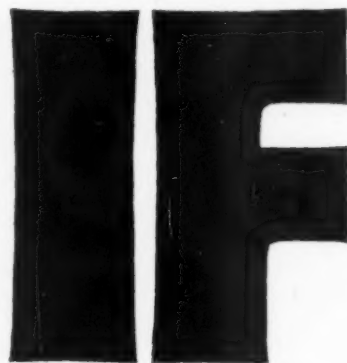
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WESTINGHOUSE — G.E. MOTORS  
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with a  
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... are true package units... NOT partially pre-assembled. Fan, motor, and shutter completely assembled and wired as a single unit. Pre-cut ceiling trim. Contractors say it's the easiest fan on the market to install.

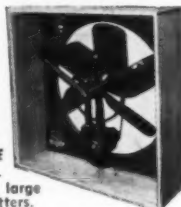
Model No.	CFM Free Del.	Ceiling Opening	Height
AVP-30	5,000	31"x31"	18 1/4"
AVP-36	7,500	36"x36"	18 1/4"
AVP-42	10,000	42"x42"	20 1/4"

### BAR-BROOK\* BREEZEBUILDER\* ATTIC TYPE FANS

For horizontal or vertical operation. Six sizes: 30", 33", 36", 42", 48", 54".



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PER HOUSE ALIGNING  
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Pulling or pushing sill plates into line for nailing is a one-man job with the Little Pee-Vee. Built on the principle of the woodsman's peavey, it exerts tremendous leverage where needed. Straightens warped lumber, even twists heavy beams.

PRICE  
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Holds Corners for Nailing • Holds Partitions for Nailing • Holds Gutters for Nailing • AND STUFF LIKE THAT THERE. Dealer Inquiries Invited.

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Rates—\$7.50 minimum for 40 words or less. 15¢ for each additional word.  
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Well rated manufacturer of outstanding product sold through selective distributors, major dealers and volume builders is expanding national distribution. Product has high consumer appeal and proven acceptance, backed by strong promotional and advertising program. Preference given to men with limited territory and established following. Please state lines now carried, how often territory is worked and give references. This is an unusual opportunity for the right men to add substantially to their income. Write Box 274, American Builder, 30 Church St., New York 7, N. Y.

To sell more BUILDING PRODUCTS and EQUIPMENT pre-sell the BUILDER! American Builder reaches more builder-buyers than any other building publication!

# vigilance

Final victory over cancer will come from the research laboratory. But there are victories today. Many cancers can be cured when detected early and treated promptly. *Vigilance* is the key to this victory.

There are seven signals which might mean cancer. Vigilance in heeding them could mean victory over cancer for you.

1. Unusual bleeding or discharge.
2. A lump or thickening in the breast or elsewhere.
3. A sore that does not heal.
4. Change in bowel or bladder habits.
5. Hoarseness or cough.
6. Indigestion or difficulty in swallowing.
7. Change in a wart or mole.

If your signal lasts longer than two weeks, go to your doctor to learn if it means cancer.

AMERICAN  
CANCER  
SOCIETY



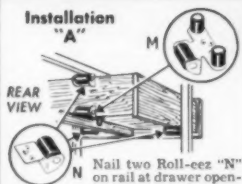
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For Only **26<sup>4</sup>/10<sup>4</sup>**

**PER DRAWER**

(Cost of One Roll-eez "A" Set in Bulk to Cabinet and Fixture Manufacturers)



Nail two Roll-eez "N" on rail at drawer opening. If drawer has center guide, nail third Roll-eez "N" on top of back in middle. Roll-eez "M" on bottom of back, straddling guide. Roll-eez "M" and "N" are made with NYLON rollers.

Write for Free Sample Roll-eez "A" Set & Literature Showing Complete Line.

**JUNIOR-PRO PRODUCTS CO., 118 E. Marceau St., St. Louis 11, Mo.**

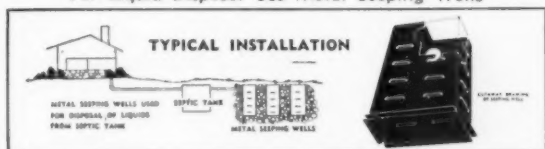
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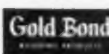
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# The Month Ahead

## A PROMOTIONAL MONTH

Remodeling interest continues at a high level, and many industries are beginning to tie into it at an increasing rate. Often you can make it part of your home modernizing sales program.

For example, May has been selected as Plumbing-Heating-Cooling Month by the P-H-C Information Bureau. This is primarily aimed at helping the heating and plumbing trades, but there's no reason why it can't help you too.

For instance, the bureau has prepared two checklists: one is for the homeowner, and is a self-quizz on his plumbing and heating system. The other, more technical, is for the contractor in conducting inspections of houses. The combination of the two lists is expected to turn up a lot of business for the spring market.

You should check to see if your plumbing and heating subs are tied in with this sort of promotion. If they aren't, either you or they can get more information by writing to: Plumbing-Heating-Cooling Information Bureau, 35 East Wacker Drive, Chicago 1, Ill.

## OHI IS NOW HIC

For those of you who thought that the old Operation Home Improvement was defunct, it is really healthier than ever, but in a new suit of clothes. It's now known as the Home Improvement Council, and it's set up on a permanent basis to help you merchandise your remodeling programs.

If you're a builder, or a dealer, or anyone else directly concerned with home improvement, you can join the Council for just \$25 a year. For this you will get, for this year, six merchandising kits, three of which are already out, and any and all other material the Council puts out to help you sell remodeling.

The address is: Home Improvement Council, 2 East 54th St., New York 22, New York.

## With the spring sun, a sour note

Since May starts off the planting season in most parts, we'd like to pass along a couple of gripes on that subject.

Our griper bought a nice new split level last year in a nice new community. The only thing he was unhappy about was his landscaping and his lawn.

"Six months after I moved in," he said, "the planting around the house looked terrible. Half the shrubs were dead, and the other half were in such bad shape that I had to dig them up and replace them too. The lawn looked as if the moths had been at it. It's not just me—most of the other houses in the development are just as bad."

There's no excuse for this. Landscaping is as much a part of the house as the roof, and it's entitled to just as much care from the builder. Furthermore, the way the early houses in a development look is, for better or worse, the most powerful advertising a builder has for the rest of his project.

## A good landscaping job needs know-how

So much for the gripes. What can you do about it?

First, you should realize that planting is not just a matter of digging holes and dropping things into them, any more than making a lawn is just throwing grass seed on topsoil. Each is an art and a science. If you want to get good at it, you should go out and learn from someone who knows his business.

Or better yet, hire someone who knows his business.

For instance, why not hook up with a good local nursery? They'll supply you with a variety of sizes and types of bushes and trees. They'll plant them right. They'll guarantee them when they're done. And this guarantee can be a good sales feature for you.

## It's just as much brains as equipment

There's an old wives' tale running around the industry to the effect that the big builder can underprice the little guy because he can afford a lot of big, expensive machinery. With this in mind, we paid a visit to Big Builder John Long in Phoenix, Ariz., and found out that it ain't necessarily so at all.

As you'll see in AMERICAN BUILDER's June issue, most of Long's cost cutting ideas are just as valid for the little builder as the big one. Ingenuity, rather than lots of money, is the key. We'll guarantee you'll profit from the story.



## KENTILE® Vinyl Asbestos on today's smartest FLOORS



Floor of Random Mocha and Random Gray Tones. Counter Top is Cushion-back Vinyl; Russet KenCote® Wall Base.

**Sell Them Faster with the Floors They BELIEVE in...**

**A PRESOLD FLOOR HELPS SELL THE HOUSE!**

Your customers are presold on the famous Kentile name. Why not trade on this overwhelming preference! This year's potent Kentile, Inc., advertising campaign will support and keep this leadership position. Exciting color pages will run consistently in *Life*, *The Saturday Evening Post*, *Living for Young Homemakers*, *Better Homes and Gardens*, *American Home* and many other top publications.

**Remember, there's a Kentile Floor for every purpose!**

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### **FREE! The New Kentile Personalized "Model House" Sales Kit!**

Call your Kentile Flooring Contractor (see your classified phone book) or write to Kentile, Inc., for complete details on the new sales kit which includes:

1. Lawn sign, personalized with your development name
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AVAILABLE IN: VINYL ASBESTOS TILE • ASPHALT • SOLID VINYL • CUSHION-BACK VINYL • RUBBER AND CORK TILE... OVER 175 DECORATOR COLORS!

*for the Best and the Smartest*



## *National* SLIDING DOOR HARDWARE

The interior sliding door is a space saving innovation that has won popular approval from architects, builders and home owners.

With this type of door there is no sacrifice of valuable floor space—as would be required for the conventional swinging door. More pleasing arrangement of room furnishing is also possible with free, unobstructed wall areas.

Sliding doors are ideal for clothes closets, supply and storage cabinets or as room dividers in the home, office or factory.

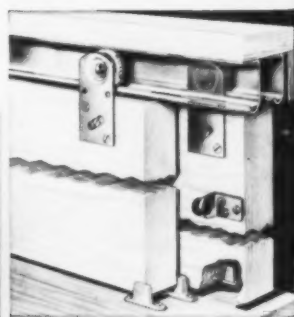
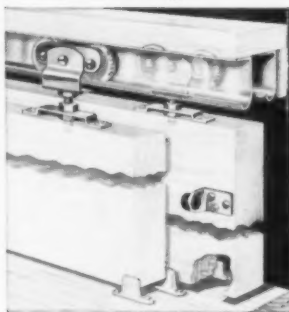
Made in two styles—a single wheel and a two wheel hanger type, each with distinctive features—they fit any thickness of door.

Hangers have large  $1\frac{3}{8}$  inch diameter wheels of Nylon—They never need lubrication and operate with smooth, quiet precision.

A specially designed rail made in 44, 56, 60, 68 and 92 inch lengths, provides a rigid track.

Slotted screw holes permit rail adjustment without removing doors or hangers—a new feature.

No. 185 Two  
Wheel Hanger



No. 182 Single  
Wheel Hanger

*National*

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